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HSBC APPOINTS SAM RODEN AS LIVERPOOL AREA COMMERCIAL DIRECTOR

[HSBC Commercial Banking](#) has appointed Sam Roden as Area Commercial Director (ACD) for Liverpool. Sam will be responsible for supporting companies from the city with a turnover of typically between £500,000 and £30 million, and moves to the role at an exciting time following the launch of HSBC's £500 million SME fund specifically for North West businesses.

Sam moves to the Liverpool role following four years as Deputy Area Commercial Director for the Manchester Commercial team. He has over two decades of experience in corporate and commercial banking, and held a number of senior roles at HBOS prior to joining HSBC in 2010.

The move marks a return to Liverpool for Sam after he studied at the John Moores University in the early 1990s. He will lead a team of 22 in Liverpool, 16 of whom are relationship managers. His remit will see him focus on working with new and existing customers alike to help them achieve their growth ambitions.

HSBC recently launched a £500 million SME Fund specifically to support businesses from the North West, £100 million of which will be administered by Sam's team for Liverpool businesses.

As well as driving growth at the Liverpool Commercial Centre and supporting the Merseyside business community, he also aims to get Liverpool professionals on their bikes. During his time at Manchester, Sam helped establish the Manchester Cycling Network in conjunction with Eversheds, and he is looking to replicate this in Liverpool. The Manchester network attracts between 20 and 30 cyclists from the business community and Sam is confident he can attract a similar number in Merseyside.

He said: "I have joined the team at a great time; my predecessor Rikki Griffiths has left the team in a great shape and we have achieved strong growth over the past two years. The £100 million SME Fund is a clear signal to Merseyside businesses that we want to support them to help them achieve growth."

He added: "It's great to be back in Liverpool, a city that is close to my heart from my university days. I'm looking to establish the Liverpool Cycling Network because it's a great way to network at the same time as getting fit. We have nearly 30 people at the Manchester event, which, given the competition between the two cities, I'm sure Liverpool can emulate."

David Beaty, HSBC North Regional Commercial Director, added: "I'm confident Sam will make a big impact. He is passionate about business and he is passionate about helping companies to grow."

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