

23 June 2026



**N Brown Group**  
("N Brown" or "the Group")

N Brown bolsters Financial Services team with senior appointments.

Alexander Humphries appointed Managing Director of Financial Services and Jill Tofalos named Director of Financial Services Operations.

N Brown Group, the inclusive fashion and homeware digital retail platform, today announces the appointment of Alexander Humphries as Managing Director of Financial Services and Jill Tofalos as Director of Financial Services Operations. These appointments further strengthen the Financial Services leadership team as the business continues to evolve its Financial Services proposition and support its growth ambitions.

Both roles are designated Senior Management Functions requiring pre-approval by the Financial Conduct Authority under the Senior Managers and Certification Regime.

#### **Alexander Humphries – Managing Director of FS**

Alexander was appointed Managing Director of Financial Services in May 2026, having joined N Brown in 2022. During his time with the Group, he has held several senior leadership roles across the Financial Services division, leading the Credit Decisioning and Product teams, as well as playing a key role in driving transformation and continuous improvement. In his new role, Alexander will set the strategic direction for the Financial Services business, overseeing operations, business development and core financial services functions, with a focus on driving sustainable growth, strengthening risk management and delivering consistently strong customer outcomes. Alexander will lead N Brown's Financial Services business at a key time for the business as it evolves its FS proposition. He will also chair the business's Financial Services Operating Committee, subject to regulatory approval.

Prior to joining N Brown, Alexander spent nine years at Next, including six years leading its credit business, alongside a range of senior finance leadership roles as a qualified accountant. Before this, he began his career in the pharmaceutical industry, where he spent a decade working in medicine discovery. Alexander brings extensive experience across consumer credit, retail finance and business transformation, with a strong track record of delivering operational and strategic change.

#### **Jill Tofalos – Director of FS Operations**

Jill joins N Brown with more than 30 years of experience leading large-scale customer operations, transformation programmes and regulated service functions across retail, financial services and

business services organisations. Most recently, she served as Director of Operational Excellence at ADP, where she established and led a new operational excellence function supporting more than 700 colleagues across the UK, Ireland and Sweden. Prior to this, she held senior leadership roles at Johnson Controls, One Advice Group and Capita.

As Director of Financial Services Operations, Jill will lead the team responsible for both regulated and non-regulated operations, working closely with colleagues across the business to deliver great customer outcomes and support customers throughout their journey. She will oversee the Operations, Fraud, and Operational Change and Continuous Improvement teams, helping to drive the next phase of growth for Financial Services.

**Dan Joy, CEO at N Brown, said:**

*“Alexander and Jill bring an impressive combination of financial services expertise, operational leadership and transformation experience. As we continue to evolve our Financial Services proposition, their leadership will be instrumental in strengthening our capabilities, enhancing operational excellence and delivering the best possible outcomes for our customers. These appointments reflect our commitment to investing in senior talent to support our long-term growth ambitions.”*

**Alexander Humphries, Managing Director of FS at N Brown, said:**

*“I’m proud to take on this role at such an important time for the business. We have a strong foundation in place and a clear opportunity to continue progressing our Financial Services offering to better support our customers. I look forward to continuing to work with colleagues across the Group to build on our progress, drive innovation and deliver positive outcomes as we support the next stage of development.”*

**Jill Tofalos, Director of Financial Services Operations at N Brown, said:**

*“N Brown has a strong customer focus and clear ambitions for growth. I’m looking forward to working with colleagues across the business to build on that foundation, bringing together our operations teams to deliver great customer outcomes and drive continuous improvement. I am committed to supporting customers throughout their journey by reducing their effort and enhancing the overall experience. I look forward to contributing to the next phase of growth for Financial Services.”*

**ENDS**

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**About N Brown Group**

N Brown is a leading UK digital retail platform for clothing, footwear, home and technology, headquartered in Manchester and employing over 1,200 people nationwide. Through our strategic retail brands JD Williams, Jacamo and Simply Be and our unique payments offering, we exist to champion inclusivity and serve the underserved. Our customers are our passion, and we take great pride in delivering products that ensure they can look and feel amazing, without compromising on choice, value and accessibility.