

MEDIA RELEASE

Cardena announces appointment of Ray Djani as Managing Director

Tuesday February 12, 2019. Cardena Private Wealth* (Cardena) Directors Iain Reid and Jonathan Kilborn have announced that Ray Djani has been appointed the boutique wealth management and advisory firm's Managing Director.

Commenting further on the appointment and newly created role, Iain Reid and Jonathan Kilborn said Ray had been working with the organisation over the past three years in a consulting capacity and held a Board position, as Cardena positions itself as a dynamic client focussed advisory business of the future.

Cardena has benefited from this involvement with new business growing steadily supplemented by clients referring its services and offerings to friends, family and business associates.

It was therefore a natural progression for Ray to be formally appointed as the firm's Managing Director.

As MD, Ray will work closely with Cardena's financial advisers and staff to support client engagement activities, manage alliance relationships, business development and the operational efficiency of the business. In addition, he will spearhead the firm's strategic growth plans and marketing.

Cardena was established by Jonathan Kilborn in 2004 as Arrive Wealth Management Sydney and later welcomed Iain Reid in 2007 as a shareholder and Director. After Ray was engaged as a consultant, the business was re-launched in November 2016 as Cardena Private Wealth with extended services and offerings for its high net worth clientele.

The name Cardena was derived from the Bunurong Aboriginal phrase 'Kar Din Yarr', and means 'looking to the sunrise', reflecting both the organisation's purpose of guiding clients towards the achievement of their financial objectives, and a new era for the firm.

Reflecting on the recent Royal Commission report, Jonathan Kilborn said there will be far more ongoing scrutiny and focus on the activities of Australia's financial service industry. "In this environment of change and introduction of new academic requirements – many mature age practitioners have announced they will retire rather than continue under the new regime".

"The appointment of Ray as MD has been timely as it reaffirms to Cardena clients our commitment to their ongoing financial well-being and aspirations by positioning the

practice for long-term sustainability with an industry and business professional in this key role”.



Ray Djani said, “I’m excited to be taking on the role of Managing Director for Cardena and continue the incredible work Iain and Jonathan have done building a very unique and professional advisory business”.

“Our goals for the future are to continue to provide the highest standards of financial advice and exemplary service to our clients. Furthermore, we will be on the lookout for selective opportunities and strategic alliances that are a cultural fit and that provide a benefit to our clients”.

Jonathan Kilborn and Iain Reid concluded, “By having an extensive senior management team with backgrounds in professional services, advice and the financial services sector, we’re confident Cardena has the people, culture, strategy and commitment to constantly evolve client services to be at the forefront of a rapidly changing landscape.”

***Cardena Private Wealth and its advisers are Authorised Representatives of Fortnum Private Wealth Ltd
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