

Media information



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UK fintech Pozitive Payments appoints Alex Daly as chief financial officer

UK fintech [Pozitive Payments](#), the soon-to-be-launched [financial services offering](#) from tech-first utilities and business solutions firm [PE](#), has appointed Alex Daly as its new chief financial officer (CFO).

Headquartered in Canary Wharf, and with operations across three continents, [PE](#) is a [smart tech](#) company and one-stop provider of sustainable [utilities](#), [telecoms](#), [electric vehicle charging and business solutions](#) to UK SMEs.

Alex brings to his new role over 25 years of finance, risk, and corporate governance experience, and joins Pozitive Payments from UK ethical financial services company Albra, where he also served as CFO. He's a non-executive director at the UK's largest peer-to-peer lending platform FOLK2FOLK and he previously held the posts of CFO and CRO at both Ask Inclusive Finance (AskIf), and the government-backed Start Up Loans Company.

In his new role, Alex is tasked with overseeing the Pozitive Payments' finance team, including reconciliation and settlement functions, as well as developing the company's products for lending and liquidity management capabilities. When it launches, the fintech start-up will provide the nation's 5.5million SMEs with a new suite of customer-centric financial products and services developed to meet their exact needs.

Commenting on the new appointment, Mike Peplow, CEO at Pozitive Payments, said Alex brings "expertise and years of SME finance knowledge to his role, alongside his vast experience in building and scaling regulated financial services businesses".

He continued: "We're delighted to make such a high calibre appointment, which supports our ambitions to rapidly become one of the UK's leading providers of financial services to the nation's currently underserved SME market".

Alex Daly said: "At Pozitive Payments we're focussed on servicing the UK SME sector with a broad range tailored, great value financial products, and support, that are easy to access and operate and will help them to grow. These include payment accounts, card acquiring, liquidity management and loyalty and rewards.

"I'm delighted to be on board, pre-launch, to scope out and finalise our strategy and to help lead its roll out to support SMEs, as the backbone of our economy."

Pozitive Payments is a member of [The Payments Association](#).

For further information, please visit <https://pozitivepayments.com>.

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Note to editor

About Pozitive Payments

Positive Payments is part of the PE family. It's focussed on servicing the UK SME sector with a broad range of financial services propositions including payment accounts, card acquiring, liquidity management and loyalty and rewards. Its streamlined tech-first approach supports customers to grow their income, reduce their costs and to operate most sustainably. Pozitive Payments offers tailored, great value products that are easy for SMEs to access and operate across an array of sectors – with maximum benefits reaped, and the strongest relationships enjoyed, when using services from across PE.

About PE

Headquartered in Canary Wharf and with operations across three continents, [PE](#) is a sustainable utility provider, as well as telecoms, financial services, electric vehicles charging, renewables and smart tech company in one.

With a unique business model, it helps hundreds of thousands of UK businesses manage all of these products, and even carbon offsetting, from one single login - whilst driving profitability and sustainability.

PE's sophisticated, in-house monitoring software and cutting-edge online portal means that they can offer bespoke, low-cost tariffs based exclusively on customers' individual needs; whilst providing complete transparency and real-time data to enable businesses to make informed decisions about their entire utility portfolio requirements.

Comprehensive, competitive, clever, and clean, PE offers time, cost and planet saving all in one place. A holistic solution to help businesses save time, reduce costs, increase profits, and become more environmentally sustainable.

PE helps provide clean energy and carbon offsetting to enable more climate positive businesses whilst simultaneously driving forward the UK's net zero goal.