

# Ann Marie Bell

## Director of Operations & Legal



A strategic and creative thinker. Responsible for operational & legal matters at Woodville (re effects of legislation and regulation on fintech aspects and their impact upon Woodville), oversees daily processing and administration & collection of loans.

### Most proud of...

Being the first British lawyer to secure stopping up rights over the countryside via CROW Act.

### Career highlights

Setting up and successfully running my own law firm for over 5 years.

Taking a car finance model into Pension fund lending support.

Being able to secure a stopping up order granted on the basis of public safety which over rode the rights of ramblers under the CROW Act. This is almost never granted as the right to roam the countryside under the CROW is considered sacrosanct.

Being one of less than 5 lawyers in the country to successfully challenge the banks and lending institutions resulting in credit card or loans being declared unenforceable during the unenforceability claims period.

This significant win ensured that when creating the lending model for payroll loans its directors could ensure that all loans granted by IPL were compliant and capable of resisting any form of legal challenge.

### Summary

AMB has previous credit lending and legal experience in the Consumer credit sector. She has a broad insight into executive activity and has driven and overseen the expansion of sales, administration and specialist function teams.

Positive, creative, versatile, decision maker and leader-mentor in financial services activity.

### Career

2019 to date: Woodville Consultants Ltd

2017 to 2019: Integrity Protect Group

Role to oversee entry into car finance market and to launch new Payroll product.

2013-2017: Integrity Life Solutions

Initial entry into the car finance market before seeking larger growth expansion via new structured corporate group

2009-2013: EB Law Limited

Sole practitioner practice building on the financial negligence claims experience obtained at Commercial Legal Solutions.

2007-2009: Commercial Legal Solutions

Employed as trainee solicitor then practiced as a solicitor for 3 years. Cases included commercial contract disputes, trade mark and intellectual property applications and/or disputes, financial services negligence claims.

### Education

The Postgraduate Diploma in Legal Practice

2.1 Law degree: University of Glamorgan (now University of South Wales)

### Currently working on...

*Launching New ATE loan to UK Law Firms*

With a multi-billionpound untapped Woodville is looking to become the market leading and largest provider of WIP inclusive case funding.

Woodville is looking to disrupt the market by offering funding that mirrors the life-cycle of a claim thereby ensuring that law firms can control their cash flow and ensure that cases do not become stagnant due to such constraints.

### Personal

AMB is a keen supporter of Welsh Rugby and of Regional rugby and was excited to travel to New Zealand for 6 weeks in 2017 to support the British & Irish Lions during the Lions Tour and to Japan in 2019 to watch the World Cup.

AMB is a keen reader and is very interested in the FinTech and MedTech sector.