

# **Lloyds TSB**

## **NEW LLOYDS TSB REP OFFICE IN MIAMI**

Lloyds TSB offshore has announced plans to boost its offshore banking service by appointing a new expatriate banking team for Florida. The team will be headed by Guy Goosen and will operate out of a representative office in Miami.

Guy Goosen's appointment - as Business Development Manager, Expatriate Banking, Miami - is part of Lloyds TSB Offshore's strategy of having a local presence in key locations to deliver exceptional service to grow business volumes from both new and existing customers. Guy will be responsible for implementing relationship marketing and customer acquisition strategies across the Florida Region. He brings a wealth of experience to the new role, he has over 12 years of Banking and Finance experience, and has worked with Lloyds TSB Bank in the UK for the last 2 years, as a Regional Business Development Manager.

Speaking of his new role, Guy Goosen, Lloyds TSB Offshore, Miami says: 'The opening of a Miami office is part of our US strategy to market our banking products more effectively in key strongholds such as Florida. There are over one million UK expats that live in Florida, and the main aim of the team is to make them more aware that Lloyds TSB has a presence/ Representative Office in Florida, and what services we are able to offer. Many of our customers who have chosen Florida as their home, still like to maintain financial arrangement in the UK, and our local presence will reassure them further.'

The team is made up of Nanci Zarati and Felipe Restripo, who will be focusing predominantly on marketing our offshore banking products, and making sure that our customer service is of the highest standard. They will both be based in the new office, which is located in downtown Miami.

The team can be contacted on: 305 347 7140 or by e-mail: [ggoosen@lloydstsb-usa.com](mailto:ggoosen@lloydstsb-usa.com)