Spokespeople Biographies

Derek Bradley

Founder & Chief Executive, Panacea Adviser

Derek Bradley is the Founder and Chief Executive of Panacea Adviser. He created Panacea in 2006 and has led the development of the support service into one of the UK's most established adviser engagement platforms.

He began his career at Lloyd's of London and BOAC (the forerunner to British Airways), before moving into financial services as a broker consultant at Scottish Equitable. He later established and ran his own successful independent financial adviser business for 18 years.

This first-hand experience of advising clients continues to shape Derek's approach to Panacea. His vision has always been to create a dedicated environment where advisers can access high-quality, relevant content from across the provider landscape in one place.

Under his leadership, Panacea has grown into a trusted platform used by thousands of advisers and supported by a wide range of asset managers, platforms and providers. He remains closely involved in the strategic direction of the business, with a continued focus on adviser needs and the evolving financial services landscape.

Derek is a regular contributor to industry commentary, sharing insights on adviser trends, market developments and the challenges facing the advice profession. His perspective, shaped by both advisory and business leadership experience, continues to inform wider industry discussion.

Sarah Paul

Chief Operating Officer, Panacea Adviser

Sarah Paul is Chief Operating Officer at Panacea Adviser, where she leads the commercial, marketing and operational strategy of the business. For the last 15 years she has been responsible for shaping how Panacea connects financial services providers with a highly engaged community of UK financial advisers through structured, insight-led engagement.

With over 25 years' experience in financial services marketing, Sarah has held marketing roles at MetLife, Hartford Life, RBS Insurance and Merrill Lynch. She has built a career focused on delivering measurable growth through data-led strategy, audience insight and clear positioning.

At Panacea, she has played a key role in expanding the adviser community, strengthening partner relationships and embedding a more intelligence-driven approach to adviser engagement. Her work centres on helping partners translate complex investment and technical propositions into relevant, timely and practical content for advisers, supported by clear targeting and measurable outcomes.

Sarah is a regular contributor to industry discussions on adviser engagement, distribution strategy and the evolving role of data and technology in financial services.