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PAULINE PICKED TO LEAD NEWCASTLE BUILDING SOCIETY FLAGSHIP BRANCH TEAM

Experienced financial services professional Pauline Baldwin has been chosen to lead the team at the Newcastle Building Society's new flagship branch.

Pauline, who is from Blyth, will take on the role of branch manager at the new Northumberland Street branch in central Newcastle when it opens in the spring.

Pauline, who will be based at the Society's nearby Ridley Place branch until Northumberland Street is ready for occupation, brings more than 25 years' experience to her new role.

After completing a Business Studies degree at Northumbria University she joined Lloyds TSB Bank, which is where she has since spent her entire career.

Over the last decade, she has worked as a branch manager in various locations across the north east, and spent the last two years working as an area coach, helping branch teams to implement changes to improve their customer service offering.

The Northumberland Street branch will serve as the Newcastle's main branch presence in its home city, improving the range and accessibility of services to members in its heartland.

It will encompass a customer area of more than 2,000 sq ft over two floors, and will offer customers direct access to a larger branch with more staff and financial advisers than any other of its 36 current branches in the UK and Gibraltar.

Pauline Baldwin says: "I'd always viewed the Newcastle as a forward-thinking organisation with a good reputation, and a number of my former colleagues who had previously joined the Society backed up this impression. So when this opportunity came up it was the exact new challenge I was looking for at this stage of my career.

"Currently I'm based round the corner from the new branch, which means I can see the progress being made on its construction day-by-day, and we're already getting lots of positive comments from our customers.

"Heading up the team at the Society's flagship branch is a really exciting prospect for me, and I can't wait to get started."

Steve Urwin, Sales and Marketing Executive at Newcastle Building Society, adds: "Investing in this new state-of-the-art branch is clear proof of the Newcastle's commitment to its branch network.

"Pauline's personal qualities and industry experience made her an ideal choice to take on this key leadership role and we're all looking forward to welcoming everyone through the doors on our first morning.

"Opening on this busy High Street location is great news for both the Society and its members, who will have even greater access to our services and expert advice than ever before.

“As one of the region’s best known companies and largest employers, we’ve long wanted a presence on Newcastle’s main shopping street and have designed our new flagship branch with our members’ needs in mind.”

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