

# Ignition appointment to strengthen Devon team

A South West provider of vehicle and asset finance for UK SMEs has welcomed a new Exeter-based business development manager.

Ignition, which is headquartered in Truro, Cornwall, said the appointment of Ian McConnell would strengthen its Devon offering. Mr McConnell has worked in sales and management roles in the automotive industry for more than 30 years, most recently as the national business development manager for Mercedes Benz South West.

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Ignition provides support to SMEs by financing a wide range of assets from vehicles and machinery to business equipment and renewable energy, either using its own funds or via joint trading relationships with a panel of major finance houses. Assets funded can include anything from coffee machines and HGVs, to solar panel systems or prestige cars.

In his new role, Mr McConnell will principally support businesses across the county of Devon, helping to further strengthen Ignition's reach across its heartland in the South West.

He said: "After a successful career in the motor industry, it's exciting to be taking on a new challenge, where I can use my many transferable skills to make a real difference to SMEs in the region. On meeting the Ignition team, I immediately felt a synergy with their ethos and clear focus on practical solutions and excellent customer service. My role within Ignition is to understand each client, and help to provide the most suitable finance for their specific business needs."

Ignition's associate director, Nicola Hambly, added: "We're delighted to welcome Ian to the team. He shares our vision to help SMEs in the region thrive, and his appointment will further strengthen our offering across Devon and beyond."