Waystone Appoints Susan McKay as Chief Marketing Officer

9 November, 2026

Waystone, a leading provider of specialist services to financial institutions, today announces the appointment of Susan McKay as Chief Marketing Officer.

The appointment follows a period of continued expansion for Waystone, including new offices and senior hires across its global business. Based in Waystone's London office, Susan will lead the firm's global marketing strategy, strengthening its brand, deepening its engagement with clients and partners and supporting its continued growth.

Susan brings more than 25 years of international marketing and communications leadership experience across the financial services, data, and professional services sectors. Prior to joining Waystone, she served as Chief Marketing Officer, International at Dun & Bradstreet, where she led marketing operations across Europe, the UK, Ireland and Asia during a period of significant transformation, including the expansion of the company's AI-driven capabilities. She played a pivotal role in the integration of Bisnode following its acquisition and led the launch of D&B's Global Optimism Index. Earlier in her career, Susan held senior leadership positions at TMF Group, where she was Chief Marketing Officer, as well as at Wolters Kluwer Financial Services Solutions and Standard Chartered Bank.

> Sanjiv Sawhney, Group Chief Executive Officer at Waystone, comments: *"Susan joins us at an important point in Waystone's growth. She brings an impressive track record of building brands and leading international marketing teams, and will play a key role in sharpening how we communicate what sets Waystone apart. As more financial institutions look to outsourcing to manage increasing complexity and cost, our combination of expertise, innovation and digitisation has never been more relevant. We're delighted to welcome Susan to the team."*

> Susan McKay, Chief Marketing Officer at Waystone, adds: "*Waystone has a clear vision, deep expertise and the scale to deliver for clients around the world. I'm looking forward to working with colleagues across the organisation to strengthen how we tell the Waystone story, deepen our engagement with clients and partners, and ensure our brand reflects the strength and ambition of our business.*"

About Waystone

Waystone is a leading asset-servicing solutions provider of institutional governance, administration, risk and compliance services to financial institutions. With over 25 years' experience and a comprehensive range of specialist services to its name, Waystone helps our clients structure, operate and grow through our expertise, innovation and digitisation, backed by the operational scale to support global expansion.

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For More Information

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