

Robin Bailey

Robin's first job was delivering groceries on a bike for local co-op.



He decided university wasn't right for him, so he went straight to work on the counter at the local Co-operative Permanent Building Society, which later became Nationwide Building Society.

First job 1968

Robin moved around the country to various branches, "the way you learn the skills of the job," he said. "Understanding what customers need helps you with any job in Nationwide."



1968-1990

He worked his way up the ladder to Managing Director of a Nationwide subsidiary in Northampton.

1990-1993



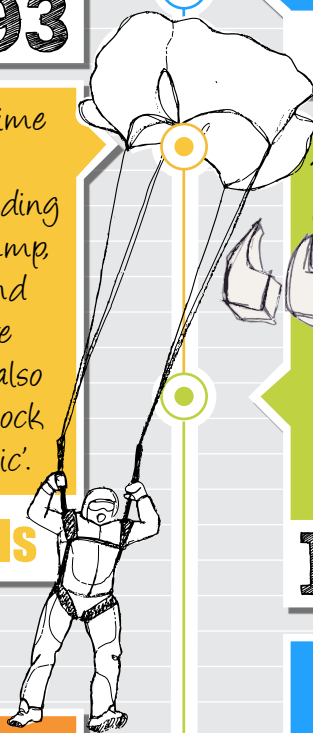
He served as Head of Customer Retention, then Head of Marketing where in his one year tenure he launched the Smart Account - Nationwide's first children's account. He then moved onto Head of General Insurance.



1993-1999

It was around this time when Robin fulfilled several life goals, including doing a parachute jump, learning to swim, and buying an expensive drum set. He was also a drummer in a Rock band called 'Titanic'.

Life goals



Moved onto a series of Divisional Director roles, in particular in charge of Branch Networks.

For someone to start in a branch as junior trainee then end up running the show was way beyond my aspirations. My original goal was to become a regional manager, so to become Director and run the whole group branch network was fantastic!

1999-2009

Chairman on the Nationwide Diversity Committee, where he interacts with other diversity groups to get further ideas and see how Nationwide stacks up against the competition.

2008- present

Currently Divisional Director for Savings and Investments, responsible for £120 billion worth of customer savings accounts, and ensuring customers are satisfied with their experience at Nationwide. He attributes his career success to "being persistent and really loving the job!"



Today