

**Press Release – 2 June 2025**

## **TRIBE IMPACT CAPITAL APPOINTS NEW CEO AS FIRM ENTERS NEXT PHASE OF GROWTH**

*Former Legal & General Investment Management Chief Strategy and Product Officer, Rhodri Mason, joins Tribe as new Chief Executive Officer to lead Tribe through next growth phase.*

**London, 2 June 2025** – Tribe Impact Capital, the UK’s leading dedicated impact wealth manager, today announces the appointment of Rhodri Mason as Chief Executive Officer – effective 2 June 2025 and subject to FCA approval. This leadership transition marks the beginning of the next chapter for Tribe. The firm builds on its strong early-stage foundation to enter the next phase of growth – continuing to evolve as a wealth manager while staying true to its core purpose.

Rhodri joins Tribe from Legal & General’s (L&G) asset management division, where he served as Chief Strategy and Product Officer and CEO of L&G’s UK Unit Trust business. Responsible for corporate strategy, product development and marketing across \$1.5trn AUM, Rhodri designed and built an extensive product range which included successful ESG strategies across public and private markets.

Tribe is planning to launch a range of sustainable multi-asset funds later this year to meet evolving investor demand. Rhodri’s appointment will help Tribe continue to strengthen operational scalability, deepen client offerings, and grow its institutional footprint.

James Lawson, one of Tribe’s Co-founders and Managing Partner, will step down as the firm enters this next chapter. A key figure in Tribe’s early growth, James remains an investor in the business. His contribution in helping build Tribe from concept to a credible market player has laid the foundation for the exciting next phase of Tribe’s growth.

### **Commenting on the appointment, Tribe’s Chair and Co-founder David Scott said**

*“We’re thrilled to welcome Rhodri as CEO at this key moment in Tribe’s evolution. His experience in strategy development and product innovation, alongside his proven leadership, makes him ideally suited to guide us through our next phase of growth. As we scale our impact and broaden our reach, Rhodri’s experience and knowledge will be a valuable addition to Tribe and the delivery of our mission. We’re deeply grateful to James for his instrumental role in shaping Tribe’s foundation, and we look forward to building on that legacy with Rhodri as CEO.”*

### **Rhodri Mason, Tribe’s new CEO, said**

*“I am delighted to be joining Tribe, to help the business create more ways for people to invest their wealth intentionally. Tribe has a reputation as a business that is deeply committed to creating positive impact through investments, and I’m looking forward to building on Tribe’s established foundation. I’m excited to work with the talented Tribe team and it’s a real honour to be asked to join and lead such a values-led business. I would like to thank James for his incredibly warm welcome and acknowledge his significant contribution to making Tribe the business it is today.”*

### **James Lawson, Co-founder and departing Managing Partner said**

*“Rhodri’s appointment marks an exciting new chapter for Tribe and the culmination of a project that the Board and I have been working on for the past 18 months. Leading the business through its first chapter has been an exceptional privilege and I’m enormously grateful for the support of my colleagues. I take great pride in what we’ve built together and am really excited about what Tribe’s future holds.”*

This announcement follows Tribe’s recent acquisition of Snowball Impact Management Ltd (“Snowball”), a fellow B Corp and respected multi-asset impact fund with a strong presence in private markets,

enhancing Tribe's already established wealth management business by adding specialist private market capabilities for professional investors. [See release](#).

### **Tribe reports strong growth and performance**

Tribe has delivered resilient and consistent performance over the past three years, achieving a 50% increase in revenues and a more than 25% rise in assets under management (AUM). This performance stands out against a backdrop of broader market challenges, highlighting the strength of Tribe's values-driven approach and its distinctive investment proposition.

The firm's continued growth reflects rising demand for wealth management that aligns with clients' values. Increasingly, Tribe is attracting attention from institutional investors, particularly within the UK charity sector. Strategic efforts in this space over the past three years have resulted in a number of new mandates, consolidating Tribe's position as a trusted partner for purpose-led organisations.

From the financial year 2020/21 to 2024/25, Tribe achieved a 68.9% reduction in the carbon intensity of its aggregated portfolio across Scope 1 and Scope 2 emissions. This is measured as tonnes of CO<sub>2</sub> equivalent per £1 million of market capitalisation. The reduction is attributed in part to changes in asset allocation and, importantly, to real-world emissions reductions by underlying portfolio companies. This achievement is particularly noteworthy given Tribe's growth over the same period.

As Tribe continues to grow, its commitment to delivering both financial performance and positive impact remains the focus.

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### **About Tribe Impact Capital**

Tribe is the UK's first dedicated impact wealth manager and offers discretionary and advisory portfolio management. Tribe was created in response to a significant increase in demand from individuals, families and charities who wanted to achieve both sustainable impact and a financial return from their invested wealth.

Tribe works in partnership with clients to gain a deep understanding of their values and how these align with the UN SDG framework. Going beyond traditional negative screens allows us to focus on positive selection of responsible, sustainable and impactful investments.

Tribe is a proud certified B Corporation which means everything we do balances purpose and profit. As part of our commitment to achieving positive change, we have locked into our mission and model 20% of our profits to invest in high impact, scalable, mission-driven organisations. [www.tribeimpactcapital.com](http://www.tribeimpactcapital.com)

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