



Media Release – 20 August 2025

## MLC Expand appoints industry powerhouse to lead the next generation of the platform’s design and delivery

MLC Expand has announced the appointment of Heidi Press to the role of General Manager, Platform Development & Digital Experience.

Heidi brings more than two decades of experience in wealth management and financial services, with an accomplished career spanning product leadership, platform strategy, transformation and advisory services.

As General Manager, Platform Development & Digital Experience, Heidi will lead the design and delivery of the next generation of the MLC Expand wrap platform, driving innovation and enhancing digital experiences for financial advisers, support staff and their clients.

Heidi’s extensive background in wrap platforms and wealth management positions her uniquely to lead this transformation. Most recently, she served as Head of Product Management at HUB24 Limited. Prior to HUB24, Heidi held senior roles at Allianz Retire+, MLC Limited and Macquarie Group.

**Liz McCarthy, CEO of MLC Expand**, said: “I’m thrilled to welcome Heidi to the team. Her deep expertise in wrap platforms and her proven ability to lead complex transformation initiatives make her the ideal choice to guide MLC Expand into its next chapter. Her strategic vision, combined with her commitment to delivering exceptional client experiences, aligns perfectly with our ambition to be the leaders in a new era of super and retirement advice and investment technology.

“MLC Expand is entering a period of significant growth and change, and Heidi’s leadership will be critical in shaping a digital experience, backed by data and AI, that truly meets the evolving needs of advisers and their clients.

“Heidi’s appointment reflects MLC Expand’s commitment to innovation, client-centricity and excellence in digital platform delivery. Her leadership will be pivotal in driving commercial outcomes and ensuring the platform remains at the forefront of the Australian financial advice ecosystem.”

Commenting on her appointment, Heidi Press said: “MLC Expand is one of Australia’s largest super and retirement wrap platforms and I’m excited to be joining the team again. MLC Expand’s proprietary tech stack is one of – if not the – most contemporary wrap platforms in Australia. The speed at which the team are able to implement enhancements and act on adviser feedback is what makes me excited to be joining Liz and the MLC Expand team.”

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## About Insignia Financial Ltd

With origins dating back to 1846, today Insignia Financial is a leading Australian wealth manager. Insignia Financial provides financial advice, superannuation, wrap platforms and asset management services to members, financial advisers and corporate employers.

Further information about Insignia Financial can be found at [www.insigniafinancial.com.au](http://www.insigniafinancial.com.au)

## About MLC Expand

With more than \$90b in FUMA and +370k customers, MLC Expand, part of Insignia Financial, is the super and retirement platform for a new era in advice. MLC Expand's proprietary technology stack, which is enhanced with AI and robotics, coupled with our speed to market and AdviserFirst customer service philosophy makes MLC Expand one of the most contemporary wrap platforms in market. Find out more at [myexpand.com.au](http://myexpand.com.au)