

## About Ask Developments

The directors of Ask Developments Ltd, Stephen Bennett and Nicola Young have created the Ask Financially website to meet a need in the online marketplace for simple, easy to access personal finance and insurance information, guides and practical tools.

The goal is to provide unbiased, factual and informative resources using plain English and uncluttered visuals. Along with external links to:

- [respected product comparison search sites](#)
- [independent industry bodies](#)
- [consumer and specialist agencies](#)

The aim is to create a one stop shop for the average UK consumer who wants to be able to make informed decisions, away from the hard sell of high street and Internet advertising.

## Directors' Profiles - Nicola Young



**Nicola Young, director of Ask Developments Ltd**, started her career in Internet development, design and marketing in 1997. She was Marketing Manager for almost 10 years with one of the UK's leading online mortgage and life insurance companies, MoneyQuest UK Ltd.

MoneyQuest was the leading provider of mortgages and insurance derived over the Internet in the UK from 2001 to 2006, and pioneered the UK's financial online affiliate marketplace in early 2001.

Nicola not only inspires people with her natural leadership skills, but also has many practical skills including SEO, php, html, css, MySQL, Photoshop, Dreamweaver, Fireworks, Google AdWords, Google Analytics, Google Web Optimizer, to name just a few.

Nicola is also a director at [SEOcials.co.uk](http://SEOcials.co.uk) a UK based Internet company specialising in web development and design.

## Stephen Bennett



**Stephen Bennett, director of Ask Developments Ltd** started his career in Internet Marketing and development in 1999. Prior to this Stephen was a part shareholder and director in a large industrial supply company “D&D Industrial” based in Durban South Africa.

On moving to the United Kingdom with his family in 1999, Stephen found it very difficult to find employment in the industrial supply business in the UK. The markets between South Africa and the UK were extremely different. There was little option but to start a company himself. This was the first step towards Internet website development.

Stephen is self taught in SEO/SEM and Dreamweaver. On a more formal note, Stephen has a MBA with the University of Wales which specialized in business strategy.

Stephen is also a director for SGB Services Ltd where this company develops numerous strategies to market products and services via the Internet.