

VIVID welcomes David Ball as Chief Financial Officer

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VIVID, a leading housing association in the south of England, has announced the appointment of David Ball as Chief Financial Officer (CFO).

David has been an invaluable part of the VIVID team for more than 12 years, most recently as Interim CFO. Previously, he excelled as Director of Finance. He has over 20 years of senior leadership experience, and as a Chartered Management Accountant, David brings a wealth of knowledge and a vibrant commercial outlook to his new role.

Mark Perry, Chief Executive of VIVID, commented: “We’re thrilled to welcome David to the team. His dedication and expertise have played a key role in strengthening our financial foundation, helping us deliver high-quality homes and outstanding services to our customers and communities.”

Speaking about his appointment, David said: “I’m excited to step into the role of CFO. My priority is to uphold our financial resilience while championing VIVID’s growth, so we can achieve our bold vision and aspirations together.”

Prior to joining VIVID, David held prominent positions in the regulated utility sector, including British Gas and National Grid, further enriching the leadership team with his broad industry experience.