

ASK Partners appoints Gila Cruise as its first CFO

By [Madeleine Knight](#)

Thu 2 November 2023

ASK Partners has appointed Gila Cruise as chief financial officer (CFO) where she will work on the financial operations and strategy of its specialist real estate lending business.



Gila Cruise

The appointment comes as ASK has grown sufficiently enough to need a dedicated CFO, a spokesperson for the company said.

Cruise joins ASK from Investec Bank, where she served as head of finance for specialist bank lending. During her career, she has also held roles in special projects at Nedbank in South Africa and ABN Amro in London.

In her new role as CFO, Cruise will work closely with ASK co-founder Doug King who said: “We are delighted that Gila has joined the ASK team. This role is crucial to us achieving the vision we have for ASK as a leading real estate lender and investment platform for private clients.

“Gila’s experience of specialist lending will be invaluable in helping us streamline our processes and achieving our growth targets and we are looking forward to working together.”

In August 2022, **ASK Partners’ loans passed the £1bn mark following a £44.5m co-loan with OakNorth Bank** secured against Richmond’s former House of Fraser store.