

## **ZEDRA announces appointment of Sally Orton as Group CFO**

**London**

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Zedra has announced the appointment of Sally Orton to the role of Group CFO, as the group plans the next phase of its strategic and financial growth. Sally brings considerable experience in core sectors of interest to Zedra. Alongside her group financial brief, she will head the operational side of the group, including HR and Operations.

Sally brings a wealth of industry knowledge and significant international management expertise, as well as invaluable M&A experience. Her career began some 30 years ago at KPMG in Australia, followed by spells at PwC and EY London before becoming deputy group financial controller at Man Group plc, where her brief was to provide leadership and drive integration across Man Group's global financial teams.

As Chief Financial Officer at LCH Limited, her duties included developing frameworks to respond to the complex global regulatory requirements of EMIR, including the fundamental financial review of the firm's operating model. More recently, she has held board level roles at Howden Broking Group and provided strategic support at a global listed asset manager.

Sally's appointment comes at a time when Zedra is growing rapidly, both across business lines and globally through selective acquisitions, which are bringing new market exposure to the Group. "Fast growing and dynamic businesses need strategic integration expertise. Creating a scalable operating and financial framework is crucial to the successful global growth of a diversified international business," noted Sally.

Welcoming Sally, Bart Deconinck, Executive chairman of ZEDRA added, "Sally's impressive international experience will be essential for Zedra, as we accelerate the transformation of our company into new markets. Onboarding Sally as a key member of the Executive Team, at this particular period of growth for the company supports our drive to become a top player in the industry."

Chief Executive Officer Ivo Hemelraad ends, "We are on track to deliver substantial international growth this year, having completed significant acquisitions across Asia and Eastern Europe. Sally's financial insight and operational experience with listed and private equity owned companies will be a crucial asset as ZEDRA develops its position as an innovative and leading player in the industry."

Recent acquisitions include corporate trust services provider Interben in Guernsey, the strengthening of the core Asian trust services through the acquisition of BNP Trust in Singapore and accounting and outsourced services specialist Awans in Poland.

## **About ZEDRA**

ZEDRA is an independent global specialist in Corporate, Fund and 'Active-Wealth' services.

Our highly experienced teams deliver tailored high quality solutions to our clients who include high net worth individuals and their families seeking diversified active-wealth solutions, as well as, medium to large sized companies, asset managers and their investors.

Our full range of services is designed to preserve and protect the real value of our clients' assets and our entrepreneurial outlook helps and supports our clients in unlocking their ambitions for growth and expansion, no matter how complex their challenges might be.

We pride ourselves on getting to know our clients so that we can anticipate their continually evolving needs and allow them to focus on their core business and broader family interests. ZEDRA's global footprint enables us to deliver bespoke solutions that meet the local and international requirements of the increasingly demanding regulatory environment.

ZEDRA inherited a wealth of knowledge and experience following its acquisition of trust businesses of a renowned bank in 2016. This solid foundation combined with innovative thinking has allowed ZEDRA to grow rapidly in a competitive marketplace to a team of 500 industry experts across 14 countries spanning Asia, Oceania the Americas and Europe.

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