

 **HSBC** | Official WCOOC Partner

ASIA 13 OCT 2020

WCOOC

Virtual Forum for Rising Stars in Financial Services



ARMSTRONG WOLFE
Women in the COO Community

ABOUT WCOOC

Our main mission is to inspire men and women to have no limit to their aspirations. Since 2018, we have been managing bi-annual leadership evenings for rising stars (VP to Senior Director level) across EMEA, APAC and North America. We call for inspiring leaders to establish a cross-industry dialogue that address common challenges

The WCOOC global initiative focuses on developing dedicated and engaging diversity and inclusion programs for individuals from all diversity backgrounds who aspire to be a COO or work with or for a COO office.

armstrongwolfe.com/wcooc



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Women in the COO Community

OUR OBJECTIVES

Our Women in the COO Community initiative is grounded on these four principles:

1. To inspire women in Financial Services to have no limitations to their professional aspirations.
2. To educate 'early stage career women' on business management and the COO role as career destinations.
3. To establish an exclusive and confidential networking opportunity with like-minded peers.
4. To enable a cross-industry business dialogue to address common challenges.



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HSBC

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. HSBC serves customers worldwide from offices in 64 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,923bn at 30 June 2020, HSBC is one of the world's largest banking and financial services organisations.

We aim to be where the growth is, connecting customers to opportunities, enabling businesses to thrive and economies to prosper, and ultimately helping people to fulfil their hopes and realise their ambitions.

Listed on the London, Hong Kong, New York, Paris and Bermuda stock exchanges, shares in HSBC Holdings plc are held by around 200,000 shareholders in 129 countries and territories. Our international network, access to high-growth markets and balance sheet strength help us deliver long-term value for our stakeholders.

A leading international bank

Our strategic advantages as a leading international bank position us to capitalise on long-term global trends affecting the financial services industry.

The 64 countries and territories in our network enable exceptional access to high-growth developing markets in Asia, the Middle East and Latin America. Our investment plans are aligned with these high growth markets to help deliver shareholder value. This includes continuing to invest in Asia, where HSBC has strong foundations, and more than 80 per cent of our adjusted profit before tax is from this region.

Global flows of trade, finance and data are also expected to continue to grow. Our network helps us to meet the international needs of customers, for example:

- Multinational companies raising capital on international markets and investing overseas
- Importers and exporters financing trade
- Small businesses borrowing to expand in new markets
- Entrepreneurs managing their finances as they travel for work

The importance of our international network is reflected in our performance. More than half of the HSBC Group's client revenue comes from clients with an international presence.

PANEL DISCUSSION

1. The role of the COO

A panel discussion investigating individual career journeys to becoming a COO, thoughts on the role, its mandate, what makes a good COO.

2. The evolving mandate of the COO

A look at the future state and how the role of the COO is shifting from meeting the regulatory agenda (will always be a key part of the role), to focus energies on people e.g. Diversity and Inclusion, innovation, transformation and new technologies (and how this will impact not just the competencies needed to be an effective COO, but how it is shaping the future of the industry as a whole).



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KEYNOTE SPEAKER

Suzy White, Global COO, Markets & Securities Services

Suzy was appointed Global COO of HSBC's Markets & Securities Services division in April 2020. She is responsible for leading the operational execution of the business plan as well as a number of global transformation programmes for the business, which spans more than 55 countries and serves clients across HSBC Group. Suzy assumed this significant leadership role in HSBC having been appointed Global COO for HSBC's Markets business in August 2019.

Suzy first joined HSBC in London in 1995 as part of the Product Control Finance function and worked within that department for 10 years. She moved to New York in 2006 to take up a role as Global Business Manager for the Structured Credit business, where she assisted in the management of the credit crisis, until the end of 2009.

In 2009 Suzy assumed the role of the Deputy COO, Global Markets, and was promoted to Managing Director in 2010. In 2011 Suzy became COO for Global Markets covering the Americas region and in 2015 expanded her remit to act as Treasurer for the Securities Company. In January 2017 she was appointed Chief Risk Officer for Global Banking & Markets and Commercial Banking in the US.

PANEL

WCOOC Virtual Forum



ARMSTRONG WOLFE

PANELLIST

Gordon Grant, WCOOC Ambassador, Armstrong Wolfe Partners, CEO of the COO Academy

Gordon is a senior Operations leader specialising in business enablement, transformation, client experience and regulatory delivery. Working with Morgan Stanley, BNP and Bankers Trust, he has held leadership positions in Sydney, Hong Kong, New York and London. He has been directly accountable for successful strategy design, execution and BAU management across a wide range of financial products and sectors, including Institutional, Retail and Custody. Most recently at Morgan Stanley, he was Head of EMEA Client Operations, MD Client Account Captain and Head of Global Fees and Commission Services. Prior positions include Head of Asia Securities Operations, Global Head of Electronic Trading Operations, Co-Head of Global Equity Derivatives and Syndicate Operations, and Global Head of Transaction Reporting.

Gordon has been engaged in industry advocacy for technology adoption, regulatory change and market development with representation on various AFME, ASIFMA, AFMA, DTCC & EuroCCP steering and board committees.

A firm proponent of talent development, diversity and inclusion throughout his career, Gordon is currently an Ambassador to Armstrong Wolfe and its Women in the COO Community (WCOOC) initiative. Immediately prior to this, he sat on the firmwide EMEA Diversity Action Council at Morgan Stanley.



PANELLIST

Basak Emirlioglu, MD, Global Banking COO, Asia Pacific, HSBC

In her current role, Basak is in charge of management of financial crime, regulatory, credit and operational risks of Global Banking business in Hong Kong. She manages all the growth and streamlining initiatives. Basak also led all the Covid-19 related actions to support the frontline during the transition to home and office cycles in Hong Kong. She was part of the Accelerated Female Leadership programme in 2018. She also is a sponsor for the Accelerating Into Leadership cohorts for the last 2 years and is a mentor for individuals across the globe.

Basak, in her prior roles worked as a Relationship Manager and Global Banking & Commercial Banking Chief Operating Officer in HSBC Turkey for 14 years. She drove the implementation of a new core banking system for the two lines of businesses. She gained a very strong understanding of the emerging market risks in these roles.

Prior to joining HSBC, Basak worked at Morgan Stanley, New York, for 2 years as a Credit Analyst.

Basak has an MBA from University of Massachusetts, Amherst.



PANELLIST

Aleem Jivraj, COO Global Markets Asia ex-Japan, Nomura

Aleem is the Chief Operating Officer for Global Markets, Asia ex-Japan; and Global Foreign Exchange & Emerging Markets at Nomura. In this role he oversees the day-to-day operations of these businesses, working closely with the product and functional heads.

Prior to joining Nomura in 2009, Aleem worked at Bank of America/Merrill Lynch, where he was the Head of Asia Pacific Strategy and Business Development, based in Hong Kong. Before this, he spent five years at Merrill Lynch, focusing on global markets strategy in Asia and the US, prior to which he was a Strategy Consultant at Oliver Wyman in New York.

Aleem is the Co-Chair of the Board of EMPower Asia, and an advisor to a number of other NGOs in Asia. He is committed to supporting the sustainable growth of NGOs in Asia and promoting best practices and knowledge sharing between organizations.

Aleem is also actively involved in a number of gender balance initiatives and a key driver of several initiatives at Nomura.

Aleem graduated from the Wharton School at the University of Pennsylvania with a Bachelor of Science in Economics.



Standard
Chartered 

PANELLIST

Shalini Lall, MD, COO for Trade, Standard Chartered Bank

Shalini has 20 years of experience in global banks in Asia, Middle East and Europe, specializing in the various practices of Transaction Banking. She is currently the Chief Operating Officer for Trade for Standard Chartered Bank based in Singapore. In her role, she is responsible for the overall development and execution of strategic intent of the business, oversight of operations and other functions and effective risk and governance.

Prior to this, she was running a similar role for the GCNA region based out of Hong Kong. In previous years, she has worked in UAE as the Head of Product Management, Transaction Banking for MENA and Pakistan where she led the development of cash, trade and securities services solutions for the region.

Prior to that, she was the Regional Head of Open Account and Supply Chain, North East Asia for Standard Chartered in Hong Kong.

Before joining Standard Chartered, Shalini has worked in Citibank in Hong Kong as the Head of Supply Chain Business for Asia and with ABN AMRO in the UK as Product Head within the Global Supply Chain team.

WCOCC

Programme Management



Maurice Evlyn-Bufton
CEO, Armstrong Wolfe

Maurice has over 25 years' experience in financial services, advisory as an industry speaker and now running the International COO Community (iCOOC). He is CEO and owner-manager of Armstrong Wolfe. In 2012 he set up Armstrong Wolfe to develop services to support the global Chief Operating Officer and business management communities.

To this end in 2021 iCOOC will provide over 200 events annually to serve this community, affording unique access to the COO community and enabling Armstrong Wolfe to become a market authority on this subject. It further supports the causes of equality and racial justice, through its Women in the COO Community (WCOOC) and COO Scholarship Scheme, which provides career opportunities to ethnic minorities worldwide.

Maurice writes regular industry papers related to the COO, in 2017 publishing a book on the subject (No Place to Hide, the role of the banking COO in the new regular era) and in 2020, To Catch a Thief (The evolution of the Chief Control Officer).

He is committed to his charitable foundation (www.gcfbosnia.org) and in 2018, sponsored by the global COO community, published his 3rd book, Donkey Mail and Bully Beef (The art of survival). This book captures the memories of the soldiers and fellow officers he served with on UN service with the British Army as a Captain in the former Yugoslavia in 1994 - 1995. All proceeds from Maurice's books are donated to his charity, funds going to the rebuilding of the primary school in the town of Gorazde.

He is married to Joanna, with 4 boys and lives in Gloucestershire, England, U.K.

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Gwen Wilcox
Global COO, WCOOC Global Lead, Armstrong Wolfe

Gwen joined Armstrong Wolfe in June 2019. In her role, Gwen leads the Armstrong Wolfe team globally, from Executive Search, Executive Coaching, Executive Networks to Women in the COO Community (WCOOC).

Gwen spent the early part of a career in the Banking industry as SVP of Marketing & Sponsorship at Lehman Brothers.

Since 2009, as well as raising a family, Gwen spent the last 10 years in the technology and engineering industry as a digital transformation lead, building enterprise sales tools and techniques, influencing thought leadership and go-to-market activities in the USA and EMEA.

Gwen has a Master Degree in Business Management from the University of Westminster, London.

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Miia Lankinen

WCOOC Head & Career Management Asia, Armstrong Wolfe

Miia Lankinen is the APAC Practice Head for Armstrong Wolfe's career management service and its Women in the COO Community initiative in Asia. She is based in Singapore.

In this role, Miia leverages her corporate experience which she has acquired over multiple business cycles to relate to clients in different career stages and situations.

Miia has twenty years of experience in the financial services industry, both in the Wholesale Banking business and in Human Resources.

Experienced in professional coaching, talent management and leadership development, Miia is comfortable engaging with clients at all levels, from technical specialists to C-suite leaders. She also brings with her an understanding of competencies needed and the challenges faced in the banking industry today.

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Soyong Jensen

WCOOC Director Asia, Armstrong Wolfe

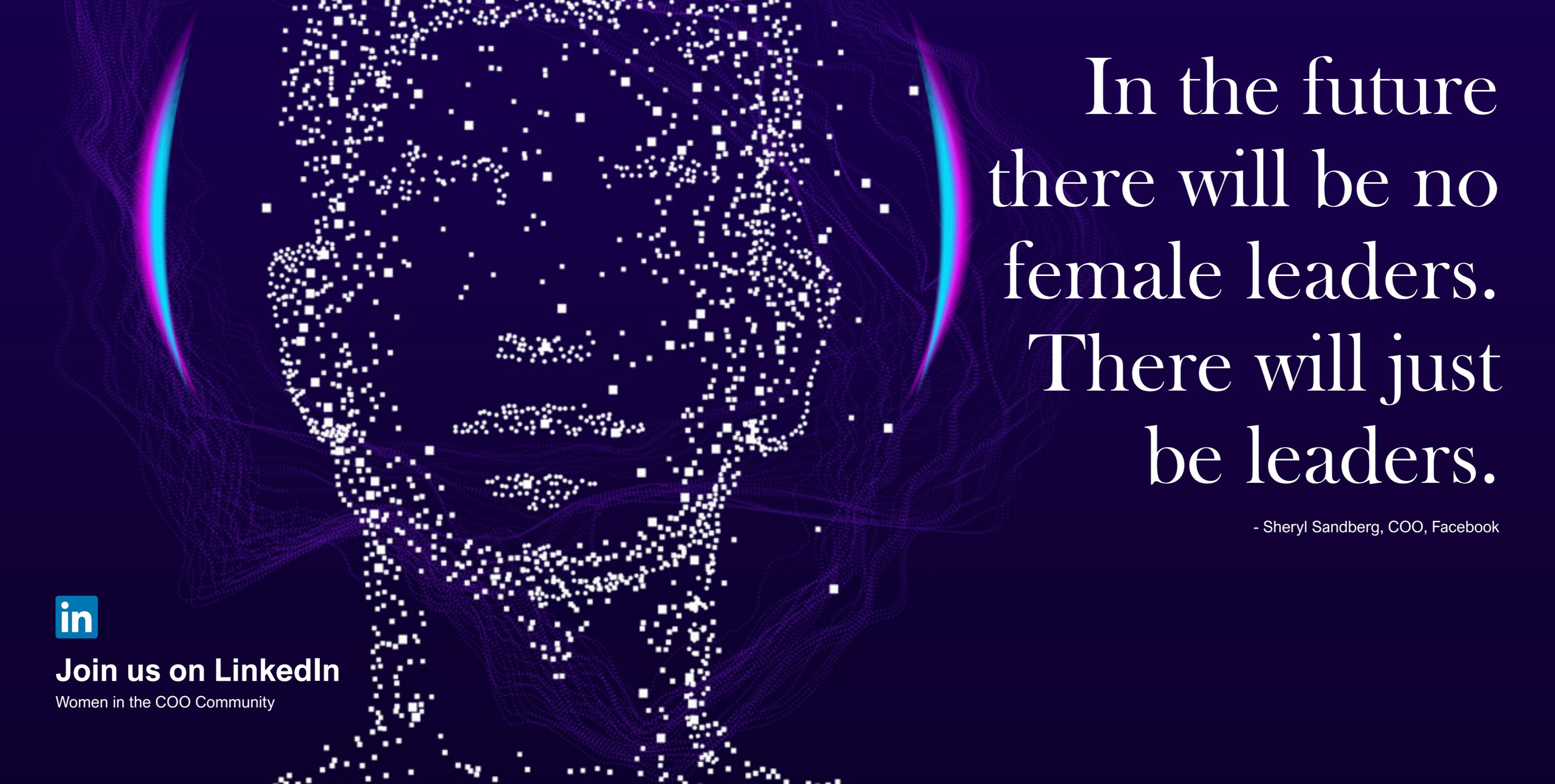
Soyong Jensen has more than 20+ years of experience as Human Resources executive working across a diverse range of industries covering Banking, Insurance, Technology and Media & Entertainment sectors.

Founder of ECCL, LLC and as a trained executive coach, Soyong currently works with profit and non-profit organizations helping leaders and individuals in transition.

Prior to ECCL, Soyong served as Chief HR Officer for AIA, Company Limited and Managing Director and APAC HR lead in JPMorgan Chase's Corporate Investment Bank business. She also worked with MTV Asia in Singapore as the regional head of HR. In these roles, Soyong was responsible for leading the regional execution of the global people agenda, including performance and talent management, recognition, culture and leadership development. She worked very closely with senior business leadership team to identify and build the skills and capabilities needed as the basis of changing business. Before changing career direction to HR, Soyong spent 14 years with Nortel Networks in the US and Asia in the sales/marketing function.

After working globally and living in Asia, Soyong and her family now live in the US. With roots in Texas, she is happy to once again call it her home.

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In the future
there will be no
female leaders.
There will just
be leaders.

- Sheryl Sandberg, COO, Facebook



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Women in the COO Community

ARMSTRONG WOLFE

Empowering the Financial Services COO community



iCOOC

*Facilitating industry
dialogue and solutions
development*



**Armstrong Wolfe
Partners**

*Project execution and
advisory services for
the COO*



**The COO
Academy**

*Leadership and
management training*



WCOOC

*Inspiring tomorrow's
leadership*



**Black Heritage
COO Scholarship
Scheme**

*Providing career
opportunities in Financial
Services*



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