



## **ANGLO-SWISS ADVISORS OBTAINS APPROVAL TO DISTRIBUTE COLLECTIVE INVESTMENT SCHEMES IN SWITZERLAND**

Anglo-Swiss Advisors has been granted a Distribution Licence from the Swiss Financial Market Supervisory Authority (FINMA), permitting Anglo-Swiss Advisors to distribute authorized Collective Investment Schemes - both Swiss and foreign - to investors in Switzerland.

Anglo-Swiss Advisors, founded by Laurent Auchlin, Philip Goldsmith and Jean-Marc Bianchi, who have 110 years' collective experience at senior levels in many different roles within global investment management groups including; fund distribution, manager research and multi-management. The partners' vast experience, across multiple disciplines, offers a unique proposition for asset management, private banks, family offices and pensions clients, providing both consultancy and business development services.

### **Consultancy services:**

Anglo-Swiss Advisors provides consultancy services to private banks and family offices with outsourced manager or fund selection criteria. Utilising proprietary qualitative and quantitative research, Anglo-Swiss Advisors can provide such clients with unparalleled manager research and selection.

Anglo-Swiss Advisors also provides unique "Get Fit for Market" consultancy services to individual fund managers to better elucidate and position their products and services for the Pan European market.

### **Distribution services:**

Anglo-Swiss Advisors offers development services for asset management clients, specifically the selection and distribution of interesting but less well-known managers whose fund or funds fit the demand of the key private banking, family office and pensions markets in Switzerland. Anglo-Swiss Advisors' outsourced model helps asset managers to negate the high level of cost and the associated complexities of accessing this key market.

### **Laurent Auchlin, Managing Partner, Anglo-Swiss Advisors, comments:**

*"The outsourcing model is becoming increasingly prevalent in the asset management industry as groups seek to minimise fixed costs and supplement internal expertise with specialist value-added propositions. Anglo-Swiss aims to provide long-term partnerships – using the collective experience of the consultancy to tailor demonstrable additive, transparent and profitable solutions to global firms."*

### **Philip Goldsmith, Managing Partner, Anglo-Swiss Advisors, comments**

*"Anglo-Swiss Advisors' partners have operated within all major facets of the industry – including fund management and analysis, client development, strategy and delivery. With experience spanning many decades, our model provides our clients access to a permanently-available external network of high level contacts."*

**ENDs**

## **Partner biographies:**

### **Philip Goldsmith - Managing Partner**

Philip has more than 40 years of experience in the financial services industry. For the last decade, Philip has been based in Switzerland. Prior to establishing Anglo-Swiss Advisors, Philip was Head of Sales, Global Private Banks at Standard Life Investments – the asset management business of FTSE 100 insurance giant Standard Life. At SLI, Philip worked on strategy and delivery with SLI sales teams all over the world, ensuring SLI's products and strategies were positioned strongly within the important major global banks segment of the market. Before joining SLI, Philip was Head of European Distribution at Ignis Asset Management – which was acquired by SLI in July 2014. Philip joined Ignis in 2009 from New Star Asset Management (now Henderson Global Investors), which he joined at its launch in 2001. Philip was the founder of the Asset Management Distribution roundtable – a forum for distribution professionals in the industry. While working as Sales and Marketing Director of Old Mutual International, Philip founded the Association of International Life Offices (AILO) – which celebrates its 30th Anniversary in 2018. He was the Chairman of the AILO for its first 3 years.

### **Laurent H. Auchlin - Managing Partner**

Laurent has more than 25 years of experience in the financial services industry. He has spent most of the past 25 years in manager and fund selection. He was lately in charge of a new service dedicated to ultra-high net worth individuals at Credit Suisse in Zürich – where he set-up the first SMA platform in Europe. Between 2000 and 2015, Laurent co-launched and headed one of the largest and most influential manager and fund selection teams in the industry, the Open Architecture Department at Swiss private bank Lombard Odier in Geneva. He launched several propositions – such as multi-manager, manager of managers, single strategy and multi-Asset vehicles. More recently, he established the white-labelled SICAV dedicated to external managers (PrivilEdge SICAV). Laurent has been asked to join several international panels as a manager selector expert. He has also been in charge of direct equity portfolio management and multi-manager programmes.

### **Jean-Marc Bianchi – Partner, Senior Consultant**

Jean-Marc has more than 40 years of experience in the financial services industry. He has vast expertise in the management of equity funds and in the multi-management of global balanced accounts. Until joining Anglo-Swiss, Jean-Marc established and managed a Swiss Equity fund at Gonet & Cie in Geneva for the account of La Française Asset Management Lux. Jean-Marc has also held various positions at Lombard Odier Bank SA – including the management of multi-asset portfolios for Swiss and European institutions – such as Italian and German banks, Swiss asset managers and pension funds. He has participated in various asset allocation committees for institutional investors and private banking clients. Jean-Marc also has extensive experience in researching and selecting third-party funds. His proven diligent risk analysis process has led to strong long-term performance.

## **For further information please contact:**

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