

# CV - Mark Dickson

## Experience

### Top of the World Consulting Limited

Feb 2013 to date

Acting as a consultant/interim, specialising in regulatory change, product governance and distribution development. Assignments have included:

- Alpha Real Capital LLP (Oct 16 to Date)
  - Advising on the establishment and management of a new UK Retail Structured Investment business (launching in April 18) including the appropriate regulatory & operating structure (e.g. creating the risk matrix and legal validation note for the Board) and designing & implementing the Product Governance framework and Financial Promotion template controls.
- State Street Global Advisers (Nov 16 – Feb 17)
  - Analysing and recommending the appropriate structure for UCITS and AIF funds across 4 jurisdictions in the context of changing legislation (e.g. Brexit, CP 86 in Ireland & substance requirements in Luxembourg)
- Schroder Investment Management: (Sept 15 to Jan 17)
  - MiFID II Specialist for Schroders (Distribution Function), responsible for monitoring & analysis of regulation, guidance and industry discussions to produce change requirements for MiFID II compliance within Distribution (e.g. creating Product Governance procedures, Marketing documentation review procedures, client categorisation processes)
  - Responsibilities extended globally across all MiFID firms and all non-MiFID firms impacted by MiFID
- Morgan Stanley Investment Management (MSIM) (Feb 13 to Feb 15)
  - Development & programme management of solution and implementation (within the Distribution function) of an FCA regulated cross border management company for MSIM's UK, Luxembourg & Irish domiciled UCITS & AIF ranges
  - Management of AIFMD solution & implementation from project initiation to final delivery (including EU & non-EU AIFs with Global Distribution)
  - Implementing FCA focused product & corporate governance reporting for the Boards & MSIM's NEDs
- City Financial (May 13 to Nov 13):
  - Product Development of a fund rationalisation project, including 24 fund restructures, for a UK based asset management firm
- Lowes Financial Management
  - Advising a major UK IFA on establishing a structured investment business (May 15 to Dec 15)

### Self Employed

July 2011 – Feb 2013

Combining the establishment and running of a photography business and the establishment and management of a trading business for a UK Registered Charity (of which I was also a trustee until May 2019) with training for and ultimately successfully summiting Everest.

**Incapital Europe Limited**  
**Managing Director, Operations**

**July 2010 – to June 2011**

Joined Incapital as part of the acquisition of Blue Sky to run, with the two other principals Incapital's UK business.

- Managed a significant increase in Incapital's UK footprint
- Recruited and implemented a 7 person distribution team

**Blue Sky Asset Management Limited**  
**Product Development & Operations Director**

**September 2007 - to July 2010**

Started, with two other principals, an FSA authorised structured products investment firm aiming, through close collaboration and cooperation with UK IFAs, to design and provide innovative structured products with and for leading UK IFAs.

- Managed the company through an extremely difficult period in the UK Structured Investments Market in 2009 (e.g. Lehman's & Key Data's impacts)
- Successfully sold the business assets of the company in 2010
- Received 14 industry awards in the three years of operation

**Solutions Analysis Limited**

**November 2005 – September 2007**

Established a financial services consultancy firm, specialising in asset management operations and product development. Assignments included:

- Dynamic Funds (Canada)
  - Feasibility study advising Canada's largest mutual fund company on entering the European Fund market, including entry options and cost benefit analysis.
  - Advising on the acquisition of a Luxembourg fund management company.
- Wittering Limited
  - Advice on entry strategies for the establishment of a UK fund management firm, leading to the successful establishment of City Financial Investment Company Limited.
  - Selection and appointment of two leading investment management firms.
  - Establishment of a retail absolute return fund, one of the first UK funds to make full use of derivatives under UCITS III legislation.
- Threadneedle Asset Management (UK)
  - Advice on the design and production of a Fund Profitability model.
- Morgan Stanley Asset Management
  - Product design and implementation management of an Indian Equity Fund launch (Luxembourg SICAV), a portfolio of alternative assets product for institutions and additional Luxembourg SICAV share classes.

**INVESCO PERPETUAL****October 2002 to September 2004****Head of Product Development**

Reporting to the Managing Director, Distribution, responsible for product development strategy for UK Retail and Institutional clients. Managing a team of up to five Product Development Managers.

- Designing, introducing and embedding market leading product development and product shelf review processes.
- Progressing and implementing new product development initiatives, including
  - Conducting a review of the UK's entire product range (some 100 pooled funds) and implementing a major programme of change (over 70 events).
  - Reviewing and raising fees on flagship funds generating £8m pa in additional profits.
  - Launching INVESCO's first Venture Capital Trust (VCT).
- Represented the UK in a major strategic review of the offshore product range and sat on the Global Product Line management committees.

**HSBC Asset Management Limited****October 1999 to October 2002****Global Head of Product Development**

Reporting to the Chief Executive Officer (and a member of the seven person Global Executive Committee), responsible for all product development activity globally for retail, institutional and private clients. Managing a team of four direct reports in Europe with functional reports in major overseas centres (Hong Kong, Singapore, Japan, Australia, Canada, US, Brazil and Argentina).

## Key responsibilities

- Formulation of product development strategy and dissemination of best practice.
- Approval, monitoring and reporting of all product development activity.
- Direct product development and product management responsibility for traditional, hedge and guaranteed products domiciled in Dublin, Luxembourg and the Cayman Islands which were sold globally.
- Directorship of over 30 companies including the Luxembourg SICAV, Dublin Institutional Cash and Structured Products ranges as well as the HSBC Group's two UK Unit Trust Management subsidiary companies and two PEP/ISA Management subsidiary companies.

## Deliveries included

- Establishing a coordinated product development process across 14 countries, supported by appropriate resourcing.
- Design and management of an annual programme of over 100 fund changes (launches, mergers, restructures) coordinated through teams in local offices.
- Design and implementation of a \$2m+ programme for the integration of the investment product ranges of HSBC and CCF involving over 50 products and sales teams in Hong Kong, Singapore, France, Germany, Italy, Spain, UK and Jersey.
- Launch and management of one of the UK's most successful ranges of institutional liquidity management products and analysis and formation of strategy for an entry into the UK DC pension market.

**HSBC Asset Management Europe  
Director of Product Development**

**December 1997 to October 1999**

Reporting to the Managing Director, Business Development and managing 15 staff, responsible for all European product development activity for retail and institutional clients and the provision of statistical and management information for the European business.

**HSBC Asset Management Investment Funds Europe October 1996 to December 1997  
Product Development Manager**

Reporting to the Director of Business Development, responsible for all product development for retail products in UK, Luxembourg and Dublin. These included Dublin Based PEPs and equity linked TESSAs as well as unit trusts and Luxembourg based SICAVs.

**Save & Prosper Group**

**September 1990 - October 1996**

June 96 to October 96  
Sept 95 to June 96

Product Development Manager responsible for two direct reports.  
IMRO Corrective Action Manager responsible for management, in conjunction with the regulator's appointed onsite review team, of a nine month programme of corrective action to allow the company to exit a period of enforcement.

Sept 93 to Sept 95  
Sept 90 to Sept 93

Product Development Manager  
Project Executive (interface between business and IT)

**Education**

Sept 1979 - July 1986  
Sept 1987 - July 1990  
Sept 1990 - Sept 1992

Royal Grammar School Guildford  
University of Exeter  
Royal Holloway & Bedford College (Part time)

**Qualifications**

Sept 1993  
Sept 1992  
July 1990  
July 1986

Associate of Institute of Chartered Secretaries & Administrations  
Diploma in Communication Skills - Distinction  
BA (Hons) 2:1 Accountancy Studies  
"A" Grade A-Levels in History, Maths and Economics

**Personal Details**

**Full Name**

Mark Anthony McGuire Dickson ACIS

**Date of Birth**

12<sup>th</sup> January 1968

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