BLOOMBERG START-UP CONFERENCE 2015

WEDNESDAY, 13 MAY
8:45 AM – 3:10 PM
Restaurant Metropol
Fraumünsterstrasse 12
8001 Zurich
AGENDA

08:45        COFFEE & REGISTRATION
09:10        WELCOME REMARKS
             » Marcel Romagna – Bloomberg L.P
09:15        LEGAL & COMPLIANCE – NAVIGATING MURKY WATERS
             » Anita Schlapfer – Schellenberg Wittmer
             » Glen Millar – ASMA
             » Dr. Ulf Klebeck – Woodman Asset Management
             » Moderated by Dr. Günther Dobrauz – PWC
10:15        COFFEE BREAK
10:25        GOING INDEPENDENT? DEFINING STRATEGY & RAISING ASSETS
             » Bismark Badilla – Lexinta AG
             » Ian Morley – Wentworth Hall Consultancy
             » Nils Beitlich – UBS Wealth Management
             » Moderated by Michael Quinlivan – Argentière Capital
11:10        COFFEE BREAK
11:20        FUND MARKETING
             » Marcel Strobl – Convestro AG
             » Philipp von Habsburg – MAB Partners
             » Roman Pelka – Montfort Funds
             » Tim Pearce – Akin Gump Strauss Hauer & Feld
             » Moderated by Darshini Shah – Bloomberg L.P
12:00        LUNCH
13:00        TECHNOLOGY – MEETING INVESTORS IT & SECURITY EXPECTATIONS
             » Oliver Marchand – Carbon Delta
             » Roger Halbheer – Swisscom
             » Simon Eyre – Eze Castle Integration
             » Moderated by John Mason – Bloomberg L.P
13:45        COFFEE BREAK
13:55        PORTFOLIO & RISK MANAGEMENT SYSTEMS
             » Kam Pouyamajd – Bloomberg L.P
14:10        SEEDING – WHAT DO INSTITUTIONAL INVESTORS LOOK FOR?
             » Christopher Wahlquist – Aico Partners
             » Nicolas Müller – Northlight Group
             » Roman Berri – UBS Wealth Management
             » Moderated by Peter Northcott – KB Associates
15:10        NETWORKING DRINKS
BISMARK BADILLA
CEO, Lexinta AG

Bismark Badilla is a wealth manager whose career debuted with the US financial markets of 1987, where he specialized as an equity and options trader. In 1999 Bismark founded his own futures and commodities trading firm, ‘Traders Co-operative’, before incorporating Lexinta AG in 2011—the success of which would later become the impetus for the Lexinta Group of Companies.

Headquartered in Zug, Switzerland, the Lexinta Group has expanded its business operations to include offices in London, Hong Kong and Tokyo. Today the Group is largely composed of Hedge Funds; Asset Management entities; and Global Financial Research Centers. Furthermore, the company is heavily involved in private equity ventures including film production and Japanese luxury retail.

Aside from Mr. Badilla’s dealings with the financial markets, he is also a collector of fine art, a member of The Milken Institute and The Edge Community, and an advocate of continued learning—he has completed courses in Negotiation and Management through the Harvard School of Management, and sponsors his Team to pursue their educational ambitions. Above all, Bismark is a keen philanthropist, working closely with a string of charities, including Informatic Fur Africa, The 3 Million Club, Nourish the Children, the Sophie Von Hanau Foundation, Friends of Rabin Medical Center and Friends of Chabad Migdal Haemek.

NILS BEITLICH
UBS Wealth Management

Nils Beitlich joined UBS Wealth Management in May 2014 as Head Hedge Fund Strategy. He is responsible for the research coverage and strategy development for hedge funds.

Prior to joining UBS, Nils Beitlich served as Head Alternative Investment Research at Credit Suisse being responsible for the research coverage of hedge funds, private equity and convertible bonds. He was also responsible for the development of Credit Suisse’s investment strategy for alternative investments.

Prior to that, he worked as senior quantitative analyst for an international Hedge Fund where he and his team developed quantitative tools to support the hedge fund portfolio- and risk management process.

Nils Beitlich earned a Diplom-Kaufmann degree from the University of Bayreuth and holds the Chartered Alternative Investment Analyst (CAIA) designation.
ROMAN BERRI
CFA, Content Management
Head Hedge Funds, UBS Wealth Management
Roman Berri currently heads the Hedge Fund team within UBS Wealth Management, IPS IM Content Management. In this role, Roman is responsible for managing the $11bn discretionary HF allocation in Investment Mandates; in addition, Roman and his team are also involved in the selection of hedge fund managers for the advisory shelf. Roman joined UBS from AXA Investment Managers where he spent five years (2008-2013) heading the portfolio management of AXA Funds of Hedge Funds’ diversified strategies. Prior to AXA IM, Roman worked for 47 Degrees North (2006-2008) where he was Head of Portfolio Management, managing an award winning emerging managers portfolio and also conducted research on new fund launches and innovative strategies. He started his career at RMF in Switzerland in 2003 where he worked as an Analyst and Risk Manager for the hedge fund seeding team. Overall, Roman has more than 12 years of hedge fund investment experience encompassing fund selection, portfolio management and distribution. Roman holds a masters degree in finance from University of Zurich and is a CFA charterholder.

DR. GUENTHER DOBRAUZ-SALDAPENNA
MBA, Leader Legal FS Regulatory & Compliance Services PwC AG Zurich
Guenther is the Leader of the Legal FS Regulatory & Compliance Services practice at pricewaterhouseCoopers AG Zurich. Before joining PwC Guenther held a similar position at another "Big 4" company. Prior to this Guenther was Legal Counsel of an international hedge fund group for several years and has also served for a number of years as Managing Partner and Legal Counsel of a Swiss Venture Capital firm. Guenther has also practiced in court and as a lawyer with a leading business law firm.

Today Guenther specialises in supporting the structuring, authorisation and ongoing lifecycle management of financial intermediaries and their products. In addition he is focused on leading and supporting the implementation of large scale regulatory change and compliance alignment projects at Swiss and international financial institutions with particular focus on EU regulations such as MiFID II, EMIR, AIFMD, PRIIPs and UCITS, U.S. regulatory initiatives such as the Dodd-Frank Act and FATCA and Swiss regulations such as CISA/KAG, FIDLEG/FFSA, FINIG/FINIA and FINFRAG/FMIA.

Guenther is the author of two books on investment selection and three books on the European, Swiss and Liechtenstein regulatory framework as well as 50+ publications in international expert magazines and has to date spoken at more than 60 conferences worldwide.

Guenther Dobrauz received his Masters and PhD degrees in law from Johannes Kepler University (Linz, Austria). Guenther also holds an MBA from the University of Strathclyde Graduate School of Business (Glasgow, UK) and has participated in Harvard Business School’s Executive Education Program.
SIMON EYRE
Director of Service
Eze Castle Integration
Simon Eyre is director of service in the London office of Eze Castle Integration, a global provider of private cloud and IT services to the alternative investment management industry. With over 15 years’ experience in the IT industry, Simon is responsible for the delivery of all services within the UK for Eze Castle Integration. His scope is both technical and non-technical—including delivery of cloud, network and storage products and client relations as well as the hiring, management and training for all IT staff. Simon is into his 11th year with Eze Castle Integration and was instrumental in their first multi-tenant environment in New York and the opening and success of the company’s London operations. He previously worked for a Federal Business, providing them with the necessary experience to transition from a UNIX to Wintel platform. Simon has lived in both the U.S. and UK and attended Rutgers and NJIT universities for his BSC in Electrical Engineering.

PHILIPP VON HABSBURG
Partner
MAB Partners
Philipp joined MAB partners in 2014 and is responsible for key investor relationships in Central and Northern Europe with a focus on German speaking and Benelux markets. Philipp has over 25 years of experience in the investment industry. Prior to setting up Trinity Capital Partners, a London based investment advisory firm, Philipp spent 15 years as CEO of EIM (United Kingdom) Ltd., a specialist fund of funds group managing bespoke hedge fund portfolios for institutional investors. Before joining EIM, Philipp was responsible for the asset management department of a well-known multi-family office (now called Holbein Partners) and worked for seven years in the UK and Switzerland for Swiss Bank Corporation in private banking and M&A. Previously he worked for Carnegie International Ltd. responsible for Corporate Finance operations in Spain and Italy. Philipp has an MSc (Economics) from London School of Economics, a BSc (Liberal Arts, Honours) in International Relations from American University, Washington DC, and a Business Diploma from Kaderschule Business School in Zurich, Switzerland.
Philipp is Co-Founder of 3PM, The European Association of Third Party Fund Marketers. He is also still a non-executive director of EIM (United Kingdom) Ltd and a Senior Adviser to Lord North Street, a major multifamily office. In his spare time Philipp is also involved in important charity work across a number of different sectors.
ROGER HALBHEER  
Chief Security Officer  
Swisscom

Roger Halbheer is the Head of Group Security at Swisscom. He is responsible for the security strategy of the overall Swisscom Group in close collaboration with the group’s companies. He is a trusted advisor to C-level executives in the commercial and private sectors and has established relationships with industry leaders, security communities and government and intelligence agencies across the world. Roger is a regular speaker at industry events and has worked with national and international print and broadcast media both to represent Swisscom and provide expert comment on security issues.

Until 2013 Roger was Microsoft’s Worldwide Chief Security Advisor. He joined Microsoft as the Chief Security Advisor Switzerland and was promoted to Chief Security Advisor Europe, the Middle East and Africa (EMEA) in 2007. From 2010, Roger led Microsoft’s worldwide team of Chief Security Advisors who work with national organizations—including governments, law enforcement and intelligence agencies—on information technology issues and strategies.

A Swiss national, Roger holds a Master of Computer Science degree from the Federal Institute of Technology in Zurich and is a Certified Information System Security Professional (CISSP). Before joining Microsoft, he was responsible for e-Business Risk Management at PricewaterhouseCoopers in Switzerland. He lives in Zurich and is married with two sons.

DR. ULF KLEBECK  
Woodman Asset Management

Dr. Ulf Klebeck is working as General Counsel of Woodman Asset Management AG. He is in charge of all legal, regulatory and compliance aspects of Woodman Asset Management’s business, including funds’ structuring and governance of its investment management platform. Ulf joined Woodman from Vontobel Asset Management, an international asset manager.

At Vontobel he was in charge of—inter alia—dealing with all regulatory and governance issues of Vontobel’s fund structures (CH, Lux and Cayman Islands). He was leading the AIFMD implementation project at Vontobel and co-heading the FATCA project for the asset management division of Vontobel. Prior to working for Vontobel, Ulf worked as Legal Counsel for Capital Dynamics, a large sponsor of alternative investment funds-of-funds, including private equity, real estate, clean energy and infrastructure.

He started his career as an attorney-at-law in the Munich office of Clifford Chance. While working on his doctoral thesis, he held the position of an assistant professor both at the University of Mannheim and Ludwig-Maximilians-University of Munich.

Ulf frequently acts as author and speaker on financial services topics, including funds regulations, investment law and corporate law. Ulf is a co-editor of the commentary on the AIFM-Directive, a commentary on the German investment law, a handbook on cross-border investment law and a private equity encyclopedia. He is an associate lecturer at the University of Liechtenstein and the Humboldt-University of Berlin.
OLIVER MARCHAND
CEO
Carbon Delta
Oliver Marchand is serial-entrepreneur and the founder and CEO of CARBON DELTA, a Zurich based start-up that specialises in delivering climate change related financial data to investment professionals.

Prior to this he spent nine years with Fisch Asset Management as Head of IT. In that position he was leading a team that was responsible for all IT operations and development of the in-house portfolio management system.

He holds a Ph.D. in Computer Science from the ETH Zurich and has worked as a researcher in weather forecasting for almost a decade. At various weather services he worked as a researcher and did fun stuff like using supercomputers, integrating new wind profiler data and developing a thunderstorm warning systems.

GLEN MILLAR
Director
Asset Management Audit & Compliance SA
Glen co-founded Asset Management Audit & Compliance SA in 2011 to provide regulated audit and compliance solutions to asset managers in Switzerland. The company, which is accredited to audit FINMA regulated asset managers and recognised by the Institute of Internal Auditing Switzerland, now has offices in Geneva, Zurich and Lugano servicing banks, security dealers, asset managers, representatives and distributors.

Prior to this, he was a board member of Kinetic Partners for whom he opened the Swiss office in 2007. This company, now part of the Duff & Phelps group, is a global boutique dedicated to asset management industry offering audit, tax, risk and compliance services. Before this, Glen had worked as a CFO for a number of years in international financial services firm Reuters, with responsibilities that included M&A, risk, IT and the management of global change projects.

Glen has a degree in mathematics from Imperial College, London. He also qualified as a treasurer with the Association of Corporate Treasurers (AMCT) and earned his FCMA qualification from the Chartered Institute of Management Accountants.
IAN MORLEY
Chairman
Wentworth Hall Consultancy
Ian Morley is Chairman of Wentworth Hall Consultancy, Senior Adviser at AllenbridgeEpic Investment Advisers, Director of Condor Trade, Ridgeway Financial Solutions, Special Consultant to the IOM Funds Association, Chairman of Montreux Capital, founding Chairman of AIMA and author of Morley's Law of Business and Fund Management.

NICOLAS MÜLLER
Partner, Business Development
Northlight Group LLP
Prior to becoming a Partner of Northlight Group LLP, Nicolas was a Partner, co-Founder and Chief Operating Officer of Merian Capital Partners LLP, a European Equity Long Short Fund. Previously, Nicolas held various senior positions within Man Group plc. where he was Head of Managers’ transactions at Man Global Strategies (MGS), responsible for the structuring and implementation of MGS’s USD 10 billion new affiliation initiatives, and a member of MGS’ Management Committee, in addition to serving as Head of International Offices & Joint Ventures at RMF Investment Group. Prior to joining Man, Nicolas was a Senior Associate at Wiederkehr Forster in Zürich, with Mayer, Brown and Platt in New York, with Crédit Lyonnais, EY and De Pfyffer & Ass. in Geneva. Nicolas is also co-Founder and a Board Member of the Make-A-Wish Foundation of Switzerland. Nicolas holds a J.D. from the University of Geneva, a LL.M. from New York University and has been admitted to the New York, Zürich and Geneva bars. He is fluent in French, English and German.
PETER NORTHCOTT
Executive Director
KB Associates
Peter Northcott is an Executive Director in KB Associates’ London office where he is responsible for offering start-up consulting, due diligence advisory and change management consulting services to the London alternative investment market. Mr. Northcott has 25 years’ experience in the financial services industry. Prior to joining KB Associates, Peter was a COO at the hedge fund managers Mako Global Investors, Apollo Global Management and Mulvaney Capital Management. He has also worked in operational due diligence at Caliburn Capital Partners, a fund of hedge funds. Prior to that, Peter worked in the investment banking industry in a number of senior operational and change management roles at ANZ (in New Zealand), Goldman Sachs, Morgan Stanley and JP Morgan. Peter holds a Bachelor of Science Degree (Hons) in Physics from the University of Birmingham, is a member of the Chartered Institute for Securities & Investment and is a Chartered Secretary.

TIM PEARCE
Partner
Akin Gump Strauss Hauer & Feld
Tim Pearce specialises in the launch of hedge funds, funds of hedge funds and related transactions, including advising in relation to segregated account agreements and managed account platforms. He regularly counsels clients on third party investments in funds and managed accounts, and negotiates investment management mandates. He has considerable experience advising on fund restructurings and regulatory matters regarding alternative investment funds. He also advises managers frequently on the structuring of their asset management businesses and transactions related to them. Mr. Pearce has advised asset managers in relation to their activities in a broad range of jurisdictions, including the USA, Europe and Asia.
ROMAN PELKA
CEO
Montfort Funds
Roman has been active in the alternative investment industry for over 17 years. He is the founder and CEO of Montfort, a FINMA regulated provider of Swiss legal fund representation.

Before founding Montfort in 2009, Roman was Managing Director at The Carlyle Group. Prior to that Roman held positions with Aspect Capital, HgCapital and EBRD.

He received his M.B.A. from INSEAD (France) and is a Chartered Alternative Investment Analyst (CAIA).

MICHAEL QUINLIVAN
COO & Founding Partner
Argentière Capital
Michael Quinlivan serves as the Chief Operating Officer and is a founding partner of Argentière Capital, a Swiss-based investment adviser founded in 2012 by the former members of JPMorgan’s Equities Proprietary Trading Group. Argentière’s flagship fund employs an equities-based, relative value strategy focusing primarily on volatility. Prior to joining Argentière, Michael served as Head of Business Development for the Equities Proprietary Trading Group at JPMorgan, having been at the firm for eight years. Before his time at JPMorgan, Michael helped establish the London operations of CTC, a derivatives trading firm based in Chicago. Michael's career originally started in Investment Banking with Merrill Lynch & Co as part of its Mergers & Acquisitions Group. Michael graduated from the McIntire School of Commerce at the University of Virginia with a B.S. in both Finance and Accountancy.
ANITA SCHLAPFER
Partner
Schellenberg Wittmer Ltd
Anita Schläpfer is a partner in Schellenberg Wittmer’s Banking and Finance Group in Zurich. Her focus is on banking and finance law, collective investment schemes, structured and derivative financial products, and financial services regulation, including insurance regulation.

Anita has over 15 years of experience in assisting clients on all legal and regulatory questions arising in connection with on- and off-shore investment funds and companies, including licensing, distribution, and asset management-related issues. She also advises Swiss and international financial institutions and corporate clients on the structuring, negotiation, and documentation of domestic and cross-border acquisition finance and syndicated-lending transactions, securitizations, and other finance transactions.

After heading its Banking, Finance and Securities Law Commission and holding various other offices, Anita was President of the International Association of Young Lawyers (AIJA) from September 2013 through August 2014. She regularly speaks at seminars and conferences.

Anita holds law degrees from the University of St. Gallen (1997) and Columbia University (2002, LL.M. with a focus on banking and securities law). After being admitted to the bar in Switzerland in 2000, she worked for another large business law firm in Zurich before joining Schellenberg Wittmer in 2007. In 2009, she became a partner.

MARCEL STROBL
CEO & Founder
Convestro AG
Marcel Strobl is CEO and Founder of Convestro AG, a solution partner for Fixed Income & Credit products. One of the main pillars is the marketing of a private debt based on financing entertainment productions in many ways.

Before this, Marcel Strobl worked for 34 years at a large bank, starting in Investment Banking. For many years he was responsible for the Distribution of Fixed Income and Credit products. His organization covered institutional clients as well as third party banks and provided solution-oriented products to their needs. Seven years ago he moved to Wealth Management taking responsibility covering the External Asset Managers across Swiss German Region with teams present in six locations. As a consequence of his institutional background, he was mandated to building up a dedicated offering for Multi Family Offices and institutional Wealth Management clients.
CHRISTOPHER WAHLQUIST
Partner
Aico Partners Ltd
Christopher has more than 15 years of alternative investment experience and has been raising assets for alternatives for more than a decade. Prior to joining Aico in 2011, he helped start the European arm of UBS’ alternative investment business. As an investment committee member he was initially involved in fund selection and portfolio management. Later he headed up the team’s business development efforts, helping bring AuM to $14bn at peak. Before that he worked for a UK based CTA.

Christopher holds a Doctorate Degree from the University of St. Gallen and a Masters Degree from the Gothenburg School of Business and Commercial Law.

JOHN MASON
Global Head of Regulatory Reporting
Bloomberg L.P.
John Mason is currently Global Head of Regulatory Reporting at Bloomberg. Until recently he was Head of Technology Solutions for EMEA encompassing all of Bloomberg’s real-time data and technology products. Prior to joining Bloomberg Mason was Chief Operating Officer at Netik (now Core One) responsible for global sales, service and support. Mason has been involved in senior management and leadership roles for the last 15 years.
DARSHINI SHAH
Editor of Bloomberg Brief: Hedge Funds Europe
Bloomberg L.P.
Darshini Shah is the editor of Bloomberg Brief: Hedge Funds Europe. She started her career as an equity sales person at UBS AG before taking on the role of a research analyst at equity long-short hedge fund Pelham Capital. She has an master of arts in financial journalism from City University and a bachelor of science in mathematics, operational research, statistics and economics from the University of Warwick.
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+86 10 6649 7500

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DUBAI  
+971 4 364 1000

NEW YORK  
+1 212 318 2000

FRANKFURT  
+49 69 9204 1210

SAN FRANCISCO  
+1 415 912 2960

HONG KONG  
+852 2977 6000

SÃO PAULO  
+55 11 2395 9000

JOHANNESBURG  
+27 11 286 1949

SINGAPORE  
+65 6212 1000

LONDON  
+44 20 7330 7500

SYDNEY  
+61 2 9777 8600

MOSCOW  
+7 495 937 6770

TOKYO  
+81 3 3201 8900