

SuperDerivatives boosts global strategic sales group

London, 10 February 2010: SuperDerivatives (SD), the derivatives benchmark, has strengthened its global strategic sales team with the appointment of leading financial systems and derivatives expert David Collins.

Collins joins SD as European Head of Strategic Sales, reporting to Zohar Hod, VP of Strategic Sales and Business Development, and will draw on his extensive expertise in the implementation of financial systems to support key accounts in integrating SD's solutions to back, middle and front offices.

Based in SD's London office, he will be responsible for tailoring and implementing the company's multi-asset front office and revaluation solutions to a range of clients in the global banking and capital markets sectors.

Collins joins SD from Capco, where he was Global Co-Head of the Package Implementation business, building professional services practices teams specialising in implementation of all the leading risk management vendors' systems.

Prior to this he was CEO at City Practitioners Inc, a company he helped to build. Collins built the largest Global Murex Professional Services practice as well as teams specialising in Calypso, Summit, Sophis and OpenLink.

Prior to City Practitioners Collins spent 10 years in emerging markets derivatives trading for DLJ, BNP and Standard Bank.

David Collins said: "I am very much looking forward to my new role at SD. These are interesting and challenging times in financial markets and I believe SD has a very valuable set of offerings that help market participants adapt to the new environment.

"My consulting experience will enable me to drill down into the specific requirements of customers' derivatives businesses and implement SD's bespoke solutions accordingly.

"My extensive experience in implementing and integrating risk management systems, market data and analytics positions me very well to integrate SD's advanced multi-asset front office solution with such systems very efficiently."

David Gershon, CEO of SD, said: "We have seen a growing demand from large institutional clients for large scale implementation of SD's multi-asset front office system, with full integration to in-house or third party systems.

"We have been developing the expertise required for these large scale projects, and David's experience in systems implementations and integration will play a key role in taking SD's offering in this space to the next level.

"David has worked with all kinds of financial institutions, from top tier banks to smaller regional banks and will be an asset to SD's global strategic sales team. I am delighted that we will be able to benefit from both his exceptional experience and knowledge of the derivatives market and technology and the need for our solutions."

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About SuperDerivatives

SD is transforming the world of derivatives by introducing transparency to all major traded derivative classes including foreign currency, interest rates, equities, commodities, energy and credit. Providing prices that reflect the interdealer market has led the company's web-based, market-calibrated solutions to be widely accepted as the benchmark for derivatives pricing.

Trading professionals on both the buy and sell side benefit daily from SD's unique combination of unbiased, aggregated market data and sophisticated modelling techniques. The company also provides fully-fledged risk management solutions, award winning derivatives data and independent portfolio revaluation services.

At the core of all the company's solutions is SD's extensively sourced and intelligently amalgamated market data, comprising true live market rates that are acid tested in real-time in the marketplace by active traders and run through a proven pricing model.

SD customers include leading banks, hedge funds, asset managers, custodians and hedge fund administrators in more than 60 countries, supported by a global network of SD offices with 24-hour support services.

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International Press Contacts

Nick Murray-Leslie/Nick Warren
Chatsworth Communications
T: +44(0)20 7440 9780
E: press@sdgm.com