



## A World of Optimism

In the alternative universe of e-finance, companies are investing in technology and innovation, improving their efficiency and competitiveness and racking up profits and rewarding shareholders.

# 20

### David Gershon

CEO, SUPERDERIVATIVES

Last year's rank: 23

**U**nder founder and CEO David Gershon, an Israel-born physicist who formerly headed exotic currency options at Barclays Capital in London, SuperDerivatives started out in 2000 developing a pricing tool for currency options that it touted as more accurate than the Black-Scholes model. Eight years on, after attracting a long list of international financial institutions and corporate clients and expanding its Web-based benchmarking services into equity, interest rate, commodity and credit derivatives, London- and New York-based SuperDerivatives renewed its focus on foreign exchange in June with an enhanced trading

platform that spans more than 150 instrument types on more than 100 currency pairs. Gershon, who appears in this list for the fourth consecutive year, says that although many currency options have become highly commoditized, FX market participants need the flexibility to respond to a steady stream of new and complex exotic products. Gershon, 43, maintains that the first incarnation of SuperDerivatives brought unprecedented transparency to FX options and believes the new system “will further improve the ability of all market participants to manage risk and maximize business opportunities.” SuperDerivatives tools, by facilitating hedging across asset classes, “provide unparalleled coverage — currency exposures, fuel, wheat — so anyone using derivatives can find where they should trade and identify the fair price,” says Gershon.