

## FinAnalytica Strengthens Sales Force

- Strategic senior hires bring more than 50 years combined financial services experience
- Firm experiences continued growth and exponential interest in risk management offering

**LONDON & NEW YORK, 23rd July 2009** – FinAnalytica, the leading provider of risk management solutions for the real world, today announced the appointment of three new members to its sales teams in London and New York. The news follows additional board level hires in May as the firm makes progressive steps towards increasing its market share.

Marcus Rasche joins FinAnalytica's London team as Director of Sales for Northern Europe. Mr. Rasche brings over 16 years of experience to the firm having worked in Europe for many of the major global players in the financial sector, including various roles at Siemens and Dow Jones Markets. Mr. Rasche is very excited about the unique aspects of the FinAnalytica approach to the challenges facing clients today, after six years direct risk management solutions work with offerings from Algorithmics and SunGard.

Bill Quadrini and Henry Lamour have both been appointed as Director of Sales for the Americas, based in New York. For the past three years, Mr. Quadrini was director of the client solutions group with Moody's KMV/Moody's Analytics. In his time there, he often engaged in speaking opportunities on best practices in credit risk management, in addition to his day-to-day oversight of all sales efforts, conferences, trade shows and meetings. After various positions at Reis, Bridger Commercial Funding and Swiss Capital Partners, Mr. Quadrini brings over 20 years expertise to the firm. Mr. Lamour moves to FinAnalytica from Cadis Software where he was vice president of sales, marketing and business development. Prior to this, he held numerous sales positions at Merrill Lynch, Cantor Fitzgerald Securities and SS&C Technologies, in addition to his work with multi-billion dollar hedge funds, fund of funds and prime brokers at Pertrac Financial Solutions. Mr. Lamour will leverage 18 years industry experience to FinAnalytica.

Rasche, Quadrini and Lamour will report directly into Dave Merrill, FinAnalytica's CEO.

Mr. Merrill commented: "We are well positioned in the marketplace to meet the rapidly changing attitudes and critical requirements for risk management solutions among existing and prospective clients. We are confident that these additions will be an asset to our customers as the business continues to grow and we look to expand our client base around the globe."



### **About FinAnalytica**

FinAnalytica is a leading provider of real world portfolio and risk management solutions for quantitative analysts and portfolio managers. FinAnalytica's Cognito software suite incorporates the latest and most transparent advances in analytics, including comprehensive treatment of real world fat-tailed and skewed asset returns. FinAnalytica clients include leading fund of funds, hedge funds and asset management firms globally. For further information, please visit [www.finanalytica.com](http://www.finanalytica.com).

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