

David John Campbell

Nationality: Canadian/British and Hong Kong Permanent resident status

Work Experience:

Asia Securities Industry and Financial Markets Association, Hong Kong (Mar, 2019 – Apr, 2020) – Managing Director, Head of Fixed Income. Advocated on behalf of member firms on all matters related to Asian Financial markets. This included presentations and submissions to various regulatory and government bodies. I also presented and facilitated at numerous conference events covering financial markets issues.

Barclays Bank, Hong Kong (2009 – Dec, 2015) – Managing Director, Head of Asia Distribution (Asia-Pacific sales teams) and head of Macro Distribution for Asia-Pacific.

Executed client and sales strategy across 10 different jurisdictions across Asia, with oversight and supervisory responsibility for more than 300 finance professionals. Met with significant clients and represented Barclays to major institutional investors and regulators. Member of several global management committees and various risk and controls groups in Asia-Pacific. Drove large structural changes in the distribution team over this time, to attain high performance regarding headcount, returns, and balance sheet usage.

Barclays Bank, London, U.K. (2005-2009) – Managing Director, head of European Interest Rates Sales teams (consistently top ranked by Greenwich). Executed client and sales strategy across multiple markets and regions, with oversight and supervisory responsibility for approximately 80 finance professionals. Executed a successful and aggressive agenda of change across all elements of the client facing business, including necessary shifts in sales structure, strategy and technology.

Salomon Brothers International/Citigroup, London U.K. (1995 - 2005) Managing Director, Roles included fixed income trading, fixed income sales, and manager of USD fixed income sales team. My trading function included managing large positions of interest rate risk and all client flow in the Canadian Dollar market during overnight trading hours.

Kidder Peabody International, London U.K. (1994 - 1995) Fixed Income sales, Vice President. Provided fixed income sales coverage for UK and European institutional clients.

Bank of Montreal, London, U.K. (1990-1994) Fixed Income new issue origination, syndication and sales, Vice President. Provided debt issuance advice

and execution for European, U.S. and Canadian sovereign and corporate borrowers in European Capital markets.

Skills:

- Working and meeting with clients to help strengthen customer/investor relationships.
- Managing client strategy across multiple business areas and different jurisdictions - to successfully increase returns.
- Managing and mentoring large teams of professionals (300 plus people).
- Drive key agendas across a client facing business - including all necessary changes required due to regulatory developments. Interacting with local regulators to better understand key demands of the business.
- Managing operational and reputational risk across all aspects of business.
- Coordinating with a global management team, across a diverse business such as the Asia-Pacific Region.

Education: Bishop's University, Lennoxville, Quebec, Canada - Bachelor of Arts in Business and Economics (1985) Université Laval, Quebec, Canada – French language programme combined with business courses (1986)

Registrations and training held or completed:

- Hong Kong: SFA TYPE I dealing in Securities (March 2009)
- UK FCA: CF30 (Since Nov 2007)
- FINRA (U.S.A.): Series 63, Series 17, Series 24 (Sept 2003)
- HK Securities and Investment Institute: Overview of legal and regulatory framework for securities and futures industry for Executive and Responsible Officers.

Other roles and volunteer activities:

Co-Chair: Nepal Youth Foundation (Charity), Feb 2018 to present: Driving HK fund raising activities and coordination with NYF head Office in San Francisco. NYF is a charity dedicated to improving the lives of underprivileged children in Nepal.

Honorary Treasurer, LRC family sports club Hong Kong (2015 – 2016)
Oversight of finances and member of General Committee of one of Hong Kong's

oldest family-oriented sports clubs.

Interests: Skiing, Mountaineering, tennis, cycling, reading, and travel.