

# HSBC appoints Paul Heffernan to Head of Cross-Border Sales, EMEA for Securities Services

HSBC Securities Services (HSS), part of HSBC's Global Banking and Markets business, has appointed Paul Heffernan as Head of Cross-Border Sales for Securities Services in EMEA. In this newly created role, Paul will be responsible for driving business development and providing guidance to international fund managers establishing offshore traditional and alternative investment structures.

Paul joins HSBC from Northern Trust, where he was a global funds business sales executive with a focus on the European markets. He has more than 16 years' experience in the investment funds industry and, prior to joining Northern Trust, held a number of roles in the custody and fund administration business at Bank of Ireland Securities Services.

Tony McDonnell, Managing Director and Head of HSBC Securities Services in Ireland, said; *"We are delighted to welcome someone of Paul's calibre to the team. He has significant expertise in both UCITS and non-UCITS fund products and is recognised as a pioneer in the ETF asset servicing industry across EMEA. Paul will add depth to our sales offering across a comprehensive product range and his strong knowledge of cross-border activities will support our full service, cross-product and multi-jurisdiction solutions."*

Paul will be based at HSBC's Dublin office.