

HSBC appoints Tony McDonnell to Head of Sales and Business Development, HSBC Securities Services, Europe

Number of HSBC European Roles based in Dublin on the rise

HSBC Securities Services (HSS), part of HSBC's Global Banking and Markets business, has appointed Tony McDonnell to Head of Sales and Business Development, Securities Services, Europe. Tony will report to Rafael Moral Santiago, Head of Securities Services, Europe, and will be responsible for driving forward HSBC's securities services growth across all client sectors and asset servicing products.

Alongside his new role, Tony will continue as Managing Director, Securities Services in Ireland, to which he was appointed in September 2014. In this role, Tony is responsible for running the Securities Services operation in Ireland and growing its book of business. HSBC Securities Services currently services approximately USD \$140bn in assets in Ireland.

Prior to that appointment, Tony was Regional Head of Asset Managers - Europe and North America, Sales and Business Development, where he developed and implemented sector strategy and plans for HSBC Securities Services across all products and solutions. Tony joined HSBC in 2002, taking on his first European role as regional Head of Alternatives Europe, Sales and Business Development in 2010.

Commenting on the appointment, Rafael Moral Santiago, said; *"Tony has demonstrated his strategic business development skills in his time as Managing Director of HSBC Securities Services in Ireland and in previous European roles with the Bank. He will play a key role in delivering the growth and client delivery targets for our European business."*

The appointment follows shortly after another significant European role was located in Dublin with the appointment of Paul Heffernan to the newly created position of Head of Cross-Border Sales for Securities Services in EMEA.

Ireland is a key strategic location for HSBC Securities Services, reflecting the country's increasing importance as a European hub for the funds management industry as a whole.