

# *CV for Grahame Goodyer. IMC; MEWI; AEW.*

## **The Investment Research Partnership.**

### **Investment Consultant and Performance Analyst.**

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#### **Key personal historic notes**

- 26 years in investment related financial services and advice
- IMC qualified (UKSIP Level 3 Certificate in Investment Management)
- Pension Management Institute Level 3 certificate in Pension Trusteeship
- Writer of Investment related Expert Witness reports for more than 5 years
- Member of UK Society of Investment Professionals (formally UKSIP, now CFA UK), the Chartered Insurance Institute, the Academy of Experts and the Expert Witness Institute
- Trained to CPR35 standard and attained the Cardiff University Bond Solon (CUBS) Expert Witness certificate
- Attended court and mediation sessions
- Co editor/contributor to the Ansbacher Guide to Wealth Management 2007
- Author of a number of published investment performance and risk related articles
- Key note speaker at an off shore investment seminar looking at investment risk rewards for trusts and trustees
- Advisor to FIMBRA, PIA, and FSA on investment performance monitoring issues
- Member of the Pensions Trustee Education Committee, Communications Working Group.



#### **Background**

Experienced in regard to initial and ongoing Investment advice including Risk/Return investment performance analysis of Investment Portfolios, Pension Funds, Equities, Bonds and Mutual Funds. Experienced in dealing with company personnel at all levels (most at senior manager/director/senior partner level) and with Fund Management Companies, Trust Companies, QC's, Lawyers, Personal Investment Advisors and Independent Financial Advisors. Worked as IFA for 9 years before moving into Risk/Return performance analysis for investment brokers, life, pension and investment institutions.

Advisor to industry legislators including FIMBRA, PIA and FSA.

Very broad market knowledge across various asset classes and investment products with access to supporting performance data.

Speaker at a number of seminars. This includes a presentation to an audience of 380 trust administrators in Jersey organised by the local branch of STEP and sponsored by Schroders Private Bank and Bedell Cristin.

Author of a number of published articles including for STEP (The Society of Trust and Estate Practitioners), Jersey Business Brief, Schroders Private Bank Global client magazine and other financial services publications. Currently a co editor/contributor of the Ansbacher Guide to Wealth Management Year book 2007.

#### **Personal Status**

- Born 4th September 1958

#### **Work Experience - 26 years in the financial services industry**

##### **My Expert Witness report experience**

To date I have worked as an Expert Witness in several areas.

- As an Expert Witness in more than 35 investment related cases where I have prepared full reports for court to CPR 35 standards in approximately 2/3rds of cases. I have twice appeared in court before a judge.
- Cases covered include inappropriate investments and/or advice for trusts, mismanaged private portfolios, endowment and pensions mis-selling cases, Geared Traded Endowments Policies (TEPS) and investments linked to sub prime bad debt
- I have assisted with the defence for major investment and high street banks including Abbey, CIBC, GSAM & MLIM
- I have attended arbitration meetings between claimant and defendant
- I have prepared FOS cases for claimants and in defence of IFA's whose advice has been challenged
- Providing data to, and working jointly with, other Expert Witnesses
- I have acted as a Single Joint Expert
- Reports have been produced for clients in mainland UK, Ireland and the Channel Islands.

I have been trained in report preparation to CPR 35 standards and attended CPD courses when appropriate. I have experience of Mediation. I have attained the Cardiff University Bond Solon (CUBS) Expert Witness certificate.

## Employment history.

**January 2001 to present. Self employed, acting as a Financial Services Industry consultant and Expert witness report writer and trading as The Investment Research Partnership.**

### Consultancy work undertaken - Major Projects.

Norwich Union Life. Review of marketing processes in 7 different marketing teams including compliance. April – May 2008.

Skandia Global Funds. International Web Site Development Director. October 2001 to April 2004.

Geographical areas covered - UK , USA , Ireland and Scandinavia

- Designed, specified and managed the content and development of a new web site for the international Fund's division of the Skandia Group known as Skandia Global Funds.

This was a global project covering major markets around the world

Content focused on investment returns, risk, quantitative analysis

The site was focussed on information requirements for institutional and retail customers

The site was customised to the marketing needs of each location including compliance, language and currency

Project now complete. Site address [www.skandiaglobalfunds.com](http://www.skandiaglobalfunds.com)

### Consultancy work undertaken. Other Major Projects.

Standard and Poors. Specialised report writing for corporate clients of S&P, January 2001 to present.

Geographical areas covered - Global.

- Preparing and maintaining reports required by clients of S&P with specific needs and objectives.
- Clients range from university academics to large corporate investment companies and banks globally.
- Advising and assisting clients on the report objectives they had, including marketing, research and academia.

**January 2001 to October 2005. Fenchurch Corporate Services Limited trading as Fenchurch Data.**

Geographical areas covered – Global.

#### **Position - Managing Director.**

The company provides investment performance analysis data and opinion for **Expert Witness reports** and in providing **Investment Performance reports for Trust Companies and other financial institutions.**

Main business areas for Fenchurch Data.

#### Expert Witness reports

As detailed above.

#### Investment monitoring reports for Trusts, Pension schemes and Private Portfolios

Preparation and consultancy to Trust companies and Legal firms (including running CPD sessions relevant to Trust administrator needs) in regard to Investment Performance Reports for Trust Companies which assists them in complying with the UK Trustees Act of 2000, the Jersey Financial Services Commission Codes of Practice 1998, The Guernsey Financial Services Commission Codes of Practice 2001 and others.

Writer of quarterly Risk/Return analysis reports for monitoring the performance of the investment managers contracted to manage trust portfolios,

One to One meetings with, and attendance at, presentations given by various Financial Services Authorities regarding Trustee requirements.

I also provide CPD training to Trust Companies and others on appropriate investment matters to aid trust administrators with their understanding of the investment world as it relates to trust portfolios.

**New Product development and market research with recent emphasise on SIPPs (Self Invested personal pension schemes).**

#### **1988 to November 2000 Standard & Poors Fund Services (formally Micropal)**

Geographical areas covered - UK, Channel Islands, IOM, Malta, Cyprus, Gibraltar, Middle East, Israel and Scandinavia.

#### Last position held

Associate Director, Standard and Poors Fund Services heading a Sales and Key Account management team of eight.

- Developed and maintained key relationships with corporate clients at the highest level
- Developed Risk/Return portfolio models and systems using quantitative analysis.
- Using STYLE, RISK and PERFORMANCE analysis to assess competitor and peer group comparisons.
- Building RISK RETURN Determined Investment Portfolios
- Advisor to the New Product Development Group within Standard and Poors Fund Services on all database, analytical and quantitative systems currently in use and/or under development.
- Advisor to industry legislators, particularly on Broker funds SP2 legislation.

#### **1985–1987 Burton Group Financial Services (Incorporating Debenhams Estate Agency and Multi-quote Limited)**

*UK Sales Manager (Debenhams Estate agency and Multi-quote Limited)*

- Managed 40 staff in 10 branches from Bristol to Cheltenham .
- Implemented product and sales training courses for all staff
- Set up and managed Multi-Quote Limited - a tri-partite company jointly owned by Burton Group, Commercial Union Insurance and Fame Computers.

#### **1982–1985 Southern Insurance Services, Highcliffe, Dorset . Life Assurance, Pension and Investment Broker**

- Set up Life and Investment department within established General Insurance Brokerage.
- Advised on Life, Pension and Investment products.

**References can be provided.**

I can provide you with details of lawyers and other industry professionals who have retained my services in the past (or who currently continue to engage my services) and would be willing to supply written or verbal references if required.

Dated 20-10-08

Grahame Goodyer.

A selection from the client list for Mr. Grahame Goodyer,  
Investment Consultant and Performance Analyst

**Financial Services Companies**

Gartmore Investment Management, UK  
Emerging Market Investment Management,  
California, USA  
The Childrens Mutual Society, UK  
Scottish Investment Trust, UK  
ING Barings, UK  
Hoares Bank, UK  
Liverpool Victoria Financial Services Group, UK  
Buchanans PLC, UK  
Capital International, UK and Singapore  
Taxbriefs, UK  
**The UK Financial Services Authority.**  
Societe General Asset Management, UK

Christows Investment Management, UK  
University of Cork, Ireland  
Fidelity International, UK  
BW Deloitte, UK  
KPMG, UK  
**Association of British Insurers, UK**  
Statestreet Global Advisors, UK  
Skandia Global Funds, Ireland  
Prosperity Capital Management (Sweden) AB,  
Glasgow Investment Management, UK  
Morgan Stanley & Co., UK  
AVIVA - Norwich Union

**Trust and Legal companies**

Ashurst  
Carlson and Co.  
Collas Day (Guernsey)  
Crill Canavan (Jersey)  
DLA Piper London  
Dundas and Wilson  
Evans Derry Binnion  
Financial Services Legal  
Fishburns  
Foremans Law  
Greenwoods  
Harcus Sinclair  
Herbert Smith  
Irwin Mitchell  
Levenes  
Nabarro Nathanson  
P J Farrell (Ireland)  
Pannone  
Perrins Stevenson  
Preston Redman  
Serle Court  
Taylor Wessing  
Travers Smith  
Voisin (Jersey)  
Ward Hadaway  
Wilsons  
Withers  
Wragge and Co.

**Trust companies**

Atlas Trust company  
Corniche Trust Company  
Professional Trust company  
Continental Trust Company  
Rathbones Trust Company  
Whitmill Trust Company  
Philean Trust Company  
Guernsey Trust Company  
Key Trust Company