

NEX Optimisation appoints Paul Busby as Global Head of Sales for ENSO

NEX Optimisation announces today that it has appointed Paul Busby as Global Head of Sales for ENSO, its portfolio finance and centralised treasury management solution for the buy-side.

London, New York - [NEX Optimisation](#), which helps clients reduce complexity and optimise resources across the transaction lifecycle, announces today that it has appointed Paul Busby as Global Head of Sales for [ENSO](#), its portfolio finance and centralised treasury management solution for the buy-side.

Paul will be responsible for expanding sales and strategic partnerships across the US, EMEA and APAC regions, reporting to Matthew Bernard, CEO of ENSO. The business currently provides centralised treasury services to clients globally, most recently expanding into the APAC region in 2017.

Paul has over 25 years of senior experience in prime brokerage, equity finance and securities lending, and joins from HSBC where he most recently held the position of Head of Prime Finance Sales Americas. Prior to his role with HSBC, Paul was the Co-head of Equity Finance Americas and Head of Securities Lending Americas at Deutsche Bank, where he successfully developed a top-tier industry team to manage and grow the Equity Finance business across sales, trading, client origination, operations, and technology across multiple global equity markets. He led APAC efforts in Hong Kong, Singapore, and Japan from 1996 to 2001.

Jenny Knott, CEO of NEX Optimisation, said: “Paul’s notable financial and prime brokerage experience positions him ideally for this role. NEX Optimisation has been unlocking synergies across the recently [established solution pillars](#), and by bringing

industry veterans like Paul to the team, we can continue to expand our services for clients. We are delighted Paul is taking on the role at this exciting time in NEX's growth."

Matthew Bernard, said: "There is a growing opportunity with our existing clients as we broaden our suite of offerings across different workflows and services. Paul brings extensive prime brokerage and securities lending expertise to NEX Optimisation and will act as a key stakeholder in expanding strategic initiatives. I look forward to working with him as we further develop and expand our client offering."

ENSO A NEX Group business. ENSO operates within NEX Optimisation which helps clients simplify complexity and optimise resources. We are a leading hedge fund service provider offering clients the ability to use critical business insights to become more competitive while strengthening their broker relationships. Our suite of intuitive, data-driven tools enhances risk and operational transparency and improves transactional efficiency, allowing multi-prime hedge funds and asset managers to optimize structural and variable costs. For more information, go to ensofinancial.com

NEX OPTIMISATION Leading the transformation of market structure, NEX Optimisation offers a portfolio of cloud-hosted services across the transaction lifecycle. Ranging from pre-execution credit checking to multilateral portfolio compression, our purpose is to simplify our clients' workflow and help them optimise their resources. We are an integrated team of financial markets and pioneering financial technology specialists who operate in all asset classes, geographies and business sectors across the financial markets.

We are dedicated to mitigating risk, increasing efficiency, reducing costs and streamlining increasingly complex processes for our clients. We offer the opportunity to optimise both regulatory and financial resources.