

SUCCESS STORY



A Commitment to Service Excellence:
Training 2,000+ Employees in Investment
Management Industry Essentials

CITCO

The Citco Group of Companies is a worldwide group of independent financial service providers serving the world's elite hedge funds, private equity and real estate firms, institutional banks, Global 1000 companies, and high-net-worth individuals. Citco companies service these sectors around the world by offering hedge fund administration, custody and fund trading, financial products, and corporate and trust planning solutions.

Success Criteria

- Improve employee knowledge of the global investment fund industry
- Recruit and retain the best talent
- Better serve client needs in a complex global environment



"We use the CFA Institute Investment Foundations Program to attract talent who have a demonstrable commitment to learning the industry".

—Bernadette White

Senior Vice President Talent Development

The CFA Institute Investment Foundations™ Program lends itself to the heart of the core competencies that the Citco Group of Companies ("Citco") expects from its employees. Citco Fund Services companies use the Investment Foundations Program as part of their new hire onboarding targeting entry-level graduate hires or those with fewer than three years of industry experience.

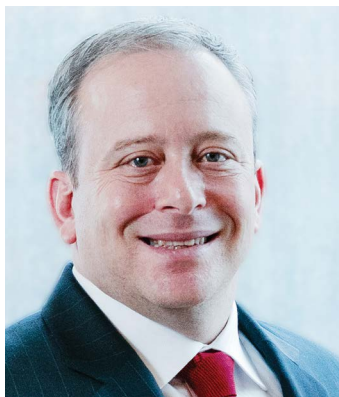
Employees are supported in their efforts to complete the course with in-house study sessions provided by Investment Foundations certificate holders and internal training courses that are aligned with the Investment Foundations Program.

To support the complex and diverse areas of the financial management and administration sector, Citco equips all new staff with greater knowledge of the global investment funds industry and the importance of servicing client needs.

Improving Business Operations

Developed by CFA Institute, the Investment Foundations Program is a self-study certificate programme that benefits anyone who works with or for financial and investment services organisations.

Implementation of the certificate programme is integral to Citco's business strategy, which enables staff to service clients through exceptional knowledge and to "speak the same language" globally.



Jay Peller,
Co-Head of Citco Fund Services

Jay Peller, Co-Head of Citco Fund Services, believes the Investment Foundations Program is improving its business operations globally. "As a business, we feel it boosts the level of service we provide to our clients", he says. "Participants develop a clear understanding of the finance industry and their ethical responsibilities".

Investing in and Retaining Talent

Citco uses the Investment Foundations Program as part of its staff induction programme, which targets graduate new hires from all business roles and divisions. It also develops and offers custom eLearning modules on Investment Foundations to complement and enhance student support.

Bernadette White, senior vice president Talent Development, highlights recruitment benefits for Citco. "The Investment Foundations Program offers a globally recognised development program", she says, describing a foundational understanding of the investment industry key for Citco's entry-level employees. "The programme also supports client service and is a positive career development and retention tool for Citco staff".

Outcomes

Recommendation

The Investment Foundations Program became available as part of Citco's continuous professional development offering in February 2014. Since then, more than 2,000 employees globally have enrolled in the course. An internal Citco survey conducted in 2015 revealed that 98% of participants agreed with the statement, "**Overall I was satisfied with the Investment Foundations Program and would recommend it to others**".

A Shared Understanding

Investment Foundations certificate holders report a stronger understanding of the financial services industry, resulting in improved client relationships, communication, client service, and team work across the organisation.

Certificate holders reported that the programme promotes a shared understanding of the industry and a greater confidence in performing their roles, providing them with a stronger appreciation of the work that they do and of the operations of the business.

Seeing the Bigger Picture

"The main benefit of the CFA Institute Investment Foundations Program was an ability to see a bigger picture of the finance industry and role of our business within it", says Alexander Tarasov, senior KYC/AML specialist and a CFA Institute Investment Foundations certificate holder. "I also now have a good understanding of the parties involved and regulations that directly or indirectly apply to us".

Level Playing Field

"The Investment Foundations Program provides a level playing field for all employees coming from different (non-financial) backgrounds as they start a career in the financial services industry", says Maximilian Chng, CFA Institute Investment Foundations certificate holder.

"Having a better understanding of the industry and standards can result in new opportunities and open new horizons for finance professionals".

*—Alexander Tarasov
Senior KYC/AML Specialist and a CFA Institute
Investment Foundations certificate holder*

Learn more about what the Investment Foundations Program can do for your organisation. Go to: cfa.is/InvFound