



TINY 12-PERSON GUILD GLOBAL IN DUBLIN SWIMS WITH THE SHARKS IN THE DEVELOPING FIELD OF SECURITIES LENDING. BUT FOR COO MALACHY KEADY, AN AVID FISHERMAN, INTERNATIONAL WATERS HOLD NO FEAR. FLEXIBILITY IS THE GUILD TEAM'S KEY TO SUCCESS, AND GLOBAL ONE CAN MOVE AS QUICKLY AS THEY CAN



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As a roving Galway boy, Malachy Keady, chief operating officer at Guild Global, a Dublin-based securities lending company, has come a long way from a youth spent fishing on the banks of Lough Corrib. Malachy insists all his "big fish" stories are true, including his greatest achievement to date – the landing of a 25 lb pike. Now that he is based in Dublin, he does coarse fishing, but visits Galway often enough to keep his skills in trout and salmon fly fishing finely honed.

A DOZEN STAFF, TWO DOZEN COUNTRIES

As a small fish in a big pond, Guild Global is making a splash. Competing head-on with the large global custodian banks, the company manages equities and fixed income loan balances of 22 billion euros in 24 countries for asset managers, pension funds, mutual funds and life assurance companies.

Global custodians who provide safekeeping services for investment and pension funds usually undertake securities lending. It involves the transfer, or loan, of securities from a lender, such as a pension fund, to a borrower (investment bank) that needs securities for settlement or other purposes. The lender receives some form of collateral and an additional margin as

security for the loan. It is a growing business, as pension funds in particular realize they can improve their margins by lending securities.

"It is fantastic to work for a small company and compete on equal terms with the biggest in the business," says Malachy. Only 12 people work at Guild Global, five of whom report directly to Malachy. "Because we are small we can adapt to change quickly and turn round agreements with our clients in no time."

Malachy has been at Guild Global for just over a year. Previously, he spent three and a half years at Funds World Financial Services, a funds distribution subsidiary of Italy's Banca Intesa, based in Dublin. His working life started in a different environment, teaching business studies to secondary-school students. "After I graduated with a bachelor of commerce degree in accounting and law, I qualified as a teacher and taught for a year. While I really enjoyed teaching, I am from a family with a

strong business background, so the commercial world was always in my blood," he says.

Not all his teaching experience has deserted him – Malachy is a firm believer that learning never stops. "In my job I have to keep abreast of the latest developments and technologies that will improve different processes and keep the information flow going throughout the company."

Malachy likes to keep his mind sharp, moving from each development on to the next without sitting back – "if you sit back in this business, you are a dead duck". Guild Global also has a strong educational element, says Malachy, with staff given the opportunity to take courses to develop their careers. "The most important aspect of my job – and that of others here at Guild – is relationship management. I am responsible for ensuring that our clients' requirements are always met."

RAPID DEVELOPMENTS

These requirements can differ from client to client, which makes for an interesting and challenging working day, says Malachy. "The pace of change in the securities lending business is very fast, as are developments in new technologies. I love going up against the big custodians with the business model and technology that Guild Global has."

Providing the latest technology and services helps Guild Global to compete, says Malachy. "As a small company, we are able to implement and test new technologies very quickly."

He says Guild Global has an advanced IT infrastructure, based on SunGard's Global One international securities lending system. The system provides recordkeeping and accounting, as well as

WORK LIFE

BUSINESS HOURS: "Working hours are quite flexible, but I usually start at 8:00 a.m. and finish around 5:30 p.m."

WEEKEND WORK: "If there is some IT development that has to be done outside of business hours, then I will work on the weekend. This doesn't happen often, though."

OFFICE: "We are based in the International Financial Services Centre in Dublin, which is a great spot. I have an office, but mostly we are open-plan."

DESK HYGIENE: "I'd say my desk is usually very tidy."

DRESS CODE: Smart casual.

CORPORATE CULTURE: "This is a good place to work. The pace is fast but we have a lot of fun as well."

billing, statements and portfolio reconciliations. A dividends and corporate actions module enables Guild Global to monitor all actions that need to be taken on securities. "The support we get from SunGard is excellent and the SunGard people really know their stuff. Global One provides a lot of flexibility, which helps us to meet client requirements, particularly with regard to reporting."

Malachy confesses that if he were not COO at Guild Global he'd like to be an inventor. "I always have ideas about how to do things better or in a different way. Working with technology, you have to be open to new ideas." His inventive mind gets a good workout at Guild Global, where he has plenty of opportunity to put his ideas into practice.

HOME LIFE

FAMILY: "I am married to Susan, who is a teacher. We had a son, James, in November 2004."

HOME: Dublin.

BEST THING ABOUT DUBLIN: "It's a very vibrant, young city."

HOMETOWN: "I am from Galway in the west of Ireland."

PASTIMES: "I lived beside Lough Corrib in Galway, so I am into all types of fishing."

VACATION: "I like going to France, but also enjoy traveling around Ireland."

EDUCATION: "I did a bachelor of commerce at the National University of Ireland in Galway."

CURRENT DREAM: "I'd like to be an inventor, or an entrepreneur."