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Efama adviser to lead new BRP funds unit

A former senior policy adviser at the European Fund and Asset Management Association - and one of Financial News' most influential women in finance - has joined Geneva-based consultancy BRP Bizzozero & Partners.

Yvonne Lenoir has joined BRP Bizzozero, which advises firms on cross-border business as well as compliance, risk and regulatory issues, Financial News has learnt. The firm was founded in 2010 and, to date, has worked primarily with banks but did not have an asset management practice.

Lenoir was hired to help BRP Bizzozero establish the new asset management unit, which will advise buy-side clients in Switzerland, Luxembourg and the UK. She started her new role in July.

One of the company's key products is country-specific manuals that help firms determine how and if they can conduct business there.

Lenoir said: "Regulation is like a wave. You can either see it early and surf on it or it hits you. I'm trying to help the clients see very early what's going on and be on top of it."

At Efama, Lenoir primarily focused on the Alternative Investment Fund Managers Directive, liaising with European governments, fund managers and the European Securities and Markets Authority.

The new position draws on her legal background. Prior to her tenure at Efama, Lenoir worked at Swiss law firm Lenz & Staehelin and Brussels-based KBC Asset Management. She holds degrees from Universität Zürich and College of Europe.

In her role at the Swiss firm, she expects her German language skills will complement those of French and Italian-speaking partners.

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