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Avantage Reply appoints Oscar McCarthy as Associate Partner



Avantage Reply is delighted to announce the expansion of our Amsterdam office with the appointment of Oscar McCarthy as an Associate Partner, with responsibility for the risk management and banking advisory practices. The deep experience that Oscar brings to the role will serve to further enhance Avantage Reply's standing as a leading risk management advisor to global and local financial institutions.

"Oscar brings a wealth of knowledge and long-standing experience, and adds an exciting dimension to the firm", said Freddy Gielen, Executive Partner at Avantage Reply. "I'm very pleased to be joining one of the strongest and fastest growing risk management consulting firms in Europe, and look forward to working with the team to further develop their client offerings."

A prominent person for the Risk Management sector

With 15 years of professional experience in commercial and Investment banking, covering all major risk types (credit, market, operational, liquidity and strategic) and the associated prudential regulations, Oscar is a valuable additional element to Avantage Reply team. His areas of expertise include both the setting of the risk governance, strategy and appetite as well as its implementation in policy, methodology and reporting.

Oscar started his career in consulting at IBM as consultant in the Financial Services Risk & Compliance Practice. From there, he moved to Lloyds Bank, London, where he held risk management positions in Group Risk and Treasury. He then moved to ABN Amro, where held various positions in Group Finance, and in Market, Counterparty and ALM Risk.

Oscar has a Ph.D. in Mathematics and is certified as a Professional and Financial Risk Manager. He serves pro-bono as a Board Director of the Professional Risk Manager's International Association (www.prmia.org).

About Avantage Reply

Established in 2004, Avantage Reply is a pan-European management consultancy specialising in Risk, Finance, and Regulation. Avantage Reply employs 220 consultants within our 14 offices across Europe and the US. Additional information is available at www.avantagereply.com.