

### **Avantage Reply appoints Rob Konowalchuk as Associate Partner in London office**



Avantage Reply – the Reply group company specialising in risk management consulting including regulatory change, compliance, risk management, finance and treasury within the Financial Services sector – has named Rob Konowalchuk as an Associate Partner.

“Having spent my career in various financial services advisory roles, in several global territories, I’m very excited to have joined such a fast growing, dynamic and reputable consulting firm, whose passion and capability in helping clients with risk and regulatory issues are completely aligned to mine”, said Rob.

With 16 years of experience in the financial services sector (primarily banking and capital markets), Rob has become an expert in a broad range of issues facing Financial Services firms, particularly in prudential risk and regulation. With a background in accounting and auditing, Rob’s experience evolved into prudential regulation in areas such as capital and liquidity management, regulatory reporting, capital planning and stress testing, and recovery and resolution planning.

Rob started his career at PwC in Toronto in 2000 in the Financial Services Assurance practice and worked his way up to Director in the Financial Services Risk and Regulation practice in London by 2013. During this period, Rob worked with clients from all financial services sectors including banking, capital markets, asset management and insurance.

Prior to becoming Director, he filled several senior positions in the Assurance practices in Australia, Canada and UK where completed a year-long secondment to the Prudential Policy division of the Financial Services Authority in 2011. Leveraging his audit background, Rob applies skills related to governance, controls, systems and data to design and deliver change and remediation programmes, primarily driven by prudential regulation.

From now on, as a partner at Avantage Reply in the UK, Rob will providing and oversee the provision of risk and regulatory consulting services to financial services clients. “I’m delighted to have Rob join our growing London office. I’m convinced Rob will bring a wealth of knowledge and experience to Avantage Reply”, added Freddy Gielen, Executive Partner at Reply.

### **About Avantage Reply**

Established in 2004, Avantage Reply is a pan-European management consultancy specialising in Risk, Compliance, 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](http://www.avantagereply.com).