

Keith Noyes

House G, Villas Caquecoy, Ah Kung Wan, Clearwater Bay, Hong Kong
+852-90346850 | keith@seyonasia.com | [Linkedin.com/profile](https://www.linkedin.com/profile)

PROFILE

- Experienced Asia-Pacific Regional Director with a demonstrated history of success in the financial services industry.
- Derivatives industry expertise in benchmarks reform, uncleared margining, central clearing, close-out netting enforceability, risk and capital, trading platforms and trade reporting and data fragmentation.
- Native English speaker able to conduct technical business meetings and make presentations in Mandarin. Highly rated public speaker, strong committee leader and adept at building teams and managing budgets.

EXPERIENCE

Independent Contractor

08/2019-present

- Senior Consultant for Ernst & Young on IBOR transition projects Hong Kong
- Author of a risk assessment paper on OTC derivatives on cryptocurrencies for Castle Advanced Technologies Limited

International Swaps and Derivatives Association (ISDA)

Hong Kong

Regional Director, Asia Pacific

10/2007 – 5/2019

- Headed offices in Hong Kong and Singapore with responsibility for Asia Pacific ex-Japan, built and managed a team of 12 professionals.
- Senior representative of the derivatives industry to financial regulators across 10+ APAC jurisdictions.
- Grew ISDA's APAC membership by over 70%. Strong ties to ISDA's nearly 900 institutional members.
- Writer of several published articles on regulatory conflict, netting and market risk topics.
- Invitation-only representative for several official sector (Hong Kong Monetary Authority, Securities and Futures Commission and Securities Institute) and private sector (HKEx OTC Clear, Hong Kong Securities Institute and Australia Financial Markets Association) committees on topics including benchmark reform, OTC clearing, and structured products.

Seyon Asia Limited

Hong Kong

Managing Director

1999-present

- Managed an Asia-wide sports management business full time between 2001-2007 and as a hobby since.
- Signature events include the King of the Hills (KOTH) series and The North Face 100- Hong Kong, which involves approximately 1,200 athletes and managing a support team of over 200 individuals.

Taiwan Securities (HK)

Hong Kong

Executive Director

4/1999 – 5/2001

- Responsible for all operational, managerial and business development plans for the company. Reported directly to the board of directors of the parent company in Taiwan. Accomplishments: 1) turned a loss making operation into a consistently profitable one, 2) increased HK market shares by a factor of three, 3) implemented a new back office system, 4) increased bank credit lines by 200%.
- General Manager of a thirty-person brokerage company.

Bear Stearns (HK)

Hong Kong

Managing Director, Equity Derivatives Structuring

2/1996 – 5/1998

- Marketed all derivative products to Asia-based clients; primary focus on the equity derivatives business. Developed the company's Hong Kong warrant business, Taiwan derivatives business and structured note business. Clients included institutions, corporations, hedge funds, local brokers and high net worth individuals in Hong Kong, Taiwan, Thailand, Singapore, and Malaysia. Number 1 ranked among all Bear Stearns derivatives marketers in Asia in terms of production for fiscal year 1997.

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Carr Indosuez Limited

Hong Kong

Director, Equity Derivatives Structuring

8/1995 – 12/1996

- In charge of marketing the company's equity derivative products, including listed warrants, OTC options, swaps, structured notes, and exotic options.

S.G. Warburg Asia Limited

Hong Kong

Director, Equity Derivatives Structuring

4/1994 – 8/1995

- Headed a marketing and sales team of 6 professionals based in Hong Kong, Singapore, and New York that ranked number one in equity derivatives in Asia in 1994. The company ranked number 1 in warrant issuance, number 1 in listed options, number 1 in structured note issuance and number 3 in futures market share that year.

Merrill Lynch

New York, Tokyo, and Hong Kong

Vice President

8/1991 – 3/1994

- Moved to Hong Kong in December, 1992 to set up the equity derivatives trading desk.
- Responsibilities included trading, risk management, structuring and marketing of Southeast Asian equity derivative products, both OTC and listed. Worked extensively with regulators to develop domestic derivatives markets in Singapore and Malaysia. Responsible for the first ever Malaysian covered warrant and 6 subsequent warrant issues, as well as the first ever industry sector warrant listed in Singapore. Developed the company's HK listed warrant business and its HK structured note business. Based in NY from 8/91-4/92, Tokyo from 5/92-12/92, and Hong Kong thereafter.

Bankers Trust Yuen Foong Securities

Taipei

Assistant Manager

8/1988 – 7/1989

- Research analyst bilingually covering the Taiwanese electronics industry.

EDUCATION

FT Board Director Program

Hong Kong

Diploma Course

3/2020

Anderson Graduate School of Management, UCLA

Los Angeles

Master of Business Administration, Finance

1991

Beijing University

Beijing

Economics Department

9/1986-6/1987

Reynolds Scholar doing field research on Chinese economic reform.

Dartmouth College

New Hampshire

Bachelor of Arts, Economics and Chinese

1986

Wellesley Senior High School

Massachusetts

High School Diploma

1982

OTHER

English: Native

Passport: Hong Kong SAR

Mandarin: Fluent

Birth Place: USA

Cantonese: Basic

Personal: Healthy, active, married father of two

MS Office: Proficient

Interests: Sports, travel, wine, strategy games