AFME appoints head of new Brussels office

The Association for Financial Markets in Europe (AFME), which represents the leading pan-European wholesale financial firms, has appointed Gerry Cross as managing director, advocacy. Mr Cross will head AFME's newly-opened Brussels office where he will be based.

Mr Cross is currently deputy director in the Regulatory Affairs Department at the Institute of International Finance in Washington where he has been central to the Institute’s advocacy on systemic risk, financial firms resolution, and market infrastructure issues. Prior to that he was director of group credit policy at Fortis Group and spent eight years in policy functions at the UK’s Financial Services Authority, during which time he was seconded to the European Commission for an extended period as coordinator of the Capital Requirements Directive for banks and investment firms.

In his new role, Mr Cross will be responsible for AFME's day-to-day representation with European authorities (the Parliament, Council and Commission) and will act as a bridge between AFME's business and policy divisions, which provide technical expertise, and the various stakeholder groups.

Simon Lewis, AFME’s chief executive, said:
“Gerry's appointment marks another important stage in AFME’s development as the leading trade body for the European wholesale financial sector. As our principal representative in Brussels, he will play a key role in our advocacy work, at a time when so much rule-making affecting our industry is now being made in Europe.”

Gerry Cross said:
“I am very pleased to be joining AFME at this significant point in its growth, although a young organisation, it has already established itself as a fresh, constructive contributor to the process of reform in the financial sector and I look forward to building on that reputation, particularly among the Brussels community.”

Mr Cross will take up his post in June. His appointment is the latest in a series of key appointments at AFME, including the former leading banking analyst, Michael Lever, as managing director and head of prudential policy, who joins AFME next week.

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Notes:

1. AFME (Association for Financial Markets in Europe) promotes fair, orderly, and efficient European wholesale capital markets and provides leadership in advancing the interests of all market participants. AFME represents a broad array of European and global participants in the wholesale financial markets. Its members comprise pan-EU and global banks as well as key regional banks, brokers, law firms, investors and other financial market participants. AFME participates in a global alliance with the Securities Industry and Financial Markets Association (SIFMA) in the US, and the Asia Securities Industry and Financial Markets Association through the GFMA (Global Financial Markets Association). For more information please visit the AFME website, www.afme.eu