

## PRESS RELEASE, 1 October 2018



**Avida International** is pleased to announce that Pascal Hogenboom has joined Avida International as an Associate Partner.

Paul Boerboom, Founding Partner of Avida International said: “We are delighted to have Pascal on our team. He brings a wealth of experience and knowledge of the financial services sector in general and the investment management industry in particular, which will help us to further improve our services for clients in an age where the industry is subject to rapid changes (eg. the need for new value propositions, fee pressures, digitalization and sustainable investing).”

In addition to his Avida International Partnership, Pascal will also be associated to **Strategia Worldwide**, a London based consultancy specialized in risk- and crisis management and co-founded by former NATO commander Sir Richard Shirreff.

Pascal is a former CEO of Aon Hewitt in the Netherlands, Executive Board Member of Aon Group Netherlands, Executive Board Member of the Aon Hewitt EMEA Management Board and Member of the Board of Directors of the European Pension Fund “United Pensions”. He holds 17+ years of experience in the financial services sector and 8+ years in the Military Service with the Royal Netherlands Marine Corps and the 11 Air Assault Brigade. During this period, he did tours in Bosnia and Kosovo.

Pascal Hogenboom commented: “I am delighted to partner with Avida International and Strategia Worldwide, because it gives me the unique opportunity to combine my business and military experience and use that knowledge to help clients with the challenges they face. ”

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## **About Avida International**

Avida International are independent management strategy consultants focusing on the investment management industry. We help providers of investment management services and their institutional clients in their commercial and organizational growth strategies. To date, we have advised over 80 investment managers, major pension funds and insurance companies.

Avida's team is a unique combination of high calibre and seasoned professionals, all of whom have leadership and operational experience in the asset management, pensions and insurance industries.

## **For more information**

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