

## PRESS RELEASE, 1 November 2018



**Avida International** is pleased to announce that Karin Roeloffs has joined Avida International as an Associate Partner.

Paul Boerboom, Founding Partner of Avida International said: "We are delighted to have Karin on our team. She brings a wealth of experience and knowledge of the investment management industry, which will help us to further improve our services for clients in an age where the industry is subject to rapid changes (e.g. the need for new value propositions, fee pressures, digitalisation and sustainable investing)."

Karin holds 25+ years of experience in the financial services sector with ABN AMRO, APG Asset Management and Mercer. She is a former Partner of Mercer where she headed the Investments Team in the Netherlands for the last seven years. At APG Asset Management, Karin headed the team of Client Portfolio Managers. During her long career at ABN AMRO, she worked in the Investment Banking and Asset Management divisions. In the latter, Karin led the institutional and wholesale client business for the Benelux.

Karin completed her education to MSc level in Economics, followed by a post-graduate degree from the College of Europe in Bruges, Belgium. Recently, Karin passed the DSI/ESMA Institutional Advice exam. She also serves on the Boards of two charitable organisations (Stichting Madurodam Minuatuurstad and Stichting Erasmus Trustfonds).

The combination of Karin's investment management and consultancy experience has made her a leader with a proven track record who understands the demands of her clients and is focused on providing clear and relevant advice. Karin has worked at a senior level in large organisations and has gained solid experience with investment and commercial strategies. Both asset managers and asset owners, particularly pension funds, can benefit from this knowledge.

Karin Roeloffs commented: "I am very excited to join Avida International. It is my firm belief that the organisations of both asset managers and asset owners continuously need to be adapted to the latest requirements of the ultimate clients. With the Avida team we can offer concrete advice on business development strategies, client retention and supplier management, investment governance and risk management. My aim is to help develop the investment business to the next level."

Avida International Organisational  
Performance & Governance Ltd  
40 Queen Anne Street  
London W1G 9EL  
T +44 203 637 5759  
Registration: 8731995

Avida International BV  
Barbara Strozilaan 201  
1083 HN  
Amsterdam  
T + 31 20 737 1047  
Registration: 20115066

Avida International  
(representative office)  
Theresienstraße 1  
80333 München  
T + 49 89 205 008 5020



## **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 organisational 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**

Please contact Paul Boerboom on +31 20 737 1047, [paulboerboom@avida-int.com](mailto:paulboerboom@avida-int.com).

Avida International Organisational  
Performance & Governance Ltd  
40 Queen Anne Street  
London W1G 9EL  
T +44 203 637 5759  
Registration: 8731995

Avida International BV  
Barbara Strozilaan 201  
1083 HN  
Amsterdam  
T + 31 20 737 1047  
Registration: 20115066

Avida International  
(representative office)  
Theresienstraße 1  
80333 München  
T + 49 89 205 008 5020