

## PRESS RELEASE

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### **SOCIETE GENERALE CROSS ASSET RESEARCH STRENGTHENS ITS CONSUMER EQUITY RESEARCH TEAM WITH FOUR HIRES IN LONDON**

Societe Generale Cross Asset Research announces the appointment of a four-strong team to cover consumer goods to further strengthen its global equity research capabilities.

The team will be headed by **Warren Ackerman**, who joins as Managing Director, Head of Consumer Equity Research, effective 15 August 2011. Warren joins the bank from Evolution Securities in London where he was a Food and Home and Personal Care (HPC) analyst, having previously worked in similar roles at Dresdner Kleinwort and Citi. Warren brings with him a wealth of experience in this sector having led the Food research team that was ranked in the top 3 by Extel in 2005 and 2006. In this new role, Warren will report to Matthew Jordan, Head of Equity Research London.

**Andrew Holland** and **Chas Manso de Zuniga** also join the bank from Evolution Securities as Directors, Consumer Equity Research. Andrew will lead Beverage research and Chas will lead Tobacco and Household and Personal Care research. Both previously held similar positions at Dresdner Kleinwort where Andrew was rated the no.1 Beverages analyst by Extel in 2007, as well as being part of the no.1-rated Beverage team, and Chas was rated the no.3 Tobacco analyst in 2007. Both will report to Matthew Jordan.

**Jamie Norman** joins the bank from Evolution Securities as Director, Consumer Specialist Sales. Jamie previously worked in a similar role at Dresdner Kleinwort where he was rated no.2 salesman for Beverages in 2008. With 29 years' unbroken coverage, Jamie has more experience than any other consumer goods analyst or specialist salesperson in London. Jamie will report to Paul Jackson, Head of Specialist Sales.

These appointments further strengthen the existing consumer goods team in Paris and London.

## **Biographies**

**Warren Ackerman** joins the Bank from Evolution Securities in London where he was a Food and Home and Personal Care (HPC) analyst. He joined Evolution Securities in May 2009 where he was instrumental in building out the equities franchise. Before joining Evolution Securities, Warren held a similar role at Dresdner Kleinwort having joined in August 2007. Prior to this he was a food analyst for Citi. He started his career in 1996 at Dresdner Kleinwort Benson as an analyst in the food producers team. He holds a BA in Economics & Geography at the University of Exeter.

**Dr. Charles Manso de Zuniga** joins the bank from Evolution Securities where he was a Director covering Tobacco and Home and Personal Care Research covering companies such as BAT, IMT, L'Oreal. Before joining Evolution Securities in May 2009, he worked in a similar role at Dresdner Kleinwort and prior to this as a Director at Deutsche Bank covering Telecoms Equity Research. He commenced his career at Nomura International as a graduate trainee as part of a team to set up their Madrid sales office before joining Dresdner Kleinwort Benson as a Manager for Food Equity research. Chas holds a PhD in Cognitive Psychology from Birkbeck College, London.

**Andrew Holland** also joins from Evolution Securities where he was a Director covering Pan-European Beverage research. Before joining Evolution Securities in May 2009, Andrew worked for Dresdner Kleinwort and ABN AMRO in similar roles. He achieved a Top 3 rank for Beverages research in the Extel survey for five consecutive years, including no.1 analyst and no.1 team in 2007. He commenced his career as a Private Client stockbroker at EJ Collins before joining Yamaichi International in London as a Consumer goods analyst. He holds a degree in International Relations from Birmingham University.

**Jamie Norman** joins the bank from Evolution Securities where he was a Director in Consumer Goods Specialist Sales. Before joining Evolution Securities in May 2009, Jamie worked for Dresdner Kleinwort, ABN AMRO and BZW in similar roles. Jamie was consistently rated a top-3 Beverage specialist salesman through most of the last decade, including a no.1 rank in 2005 and no.2 in 2008. Having joined Fielding Newson-Smith as a Beverage specialist salesman in 1982, Jamie now has a longer track record in the consumer sector than any other analyst or specialist salesman in London. He holds a degree in Modern History from Cambridge University.

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