



**Meet
the *new*
boss**

Who: Gavin Lavelle
What: Chief executive
Where: Brady

Short term challenges:

The commodities markets are providing exceptional conditions – bullish but volatile, with high volumes. The attractiveness and general under-investment in these markets is generating an interest in the precious and base metals markets, despite the poor general trading performance of some financial institutions, i.e. the credit crunch.

Key plans for the year ahead:

The significant increases in trading volumes, particularly in precious and base metals, are great for Brady. As the pre-eminent suppliers of trading and risk management solutions to commodity markets – banks, fund managers, producers and fabricators, we continually strengthen our offerings, e.g. the launch of our Concentrates module. Our real-time message hub will facilitate increased electronic trading generated by the LME, complementing our new LME Select Interface.

Major opportunity and challenges:

Many of the market participants are using obsolete solutions, products not fit for purpose or even spreadsheets to manage risk. Frankly, these are not up to the requirements of today's market and regulatory requirements. The opportunity is to provide a comprehensive, robust, proven solution to manage clients' risk, operations, settlement and regulatory requirements in a "real-time" environment.

How will success be measured?

We recently announced a 23% increase in sales revenue and proposed 10% increase in our final dividend. Success will be measured by additional global institutions that we win and the quality of our financial results. Brady has a 20 year history of working with some of the best names in the industry; we expect to extend the client portfolio and services that we provide.

Career history

- First job:** Quality control in Mr Kiplings cake factory
- Most recent job:** President of SunGard Sherwood Systems
- Career high:** Starting and selling my own software company
- Current reading:** *The God Delusion* by Richard Dawkins
- Interests:** Cycling, skiing and playing 'It' with my children
- iPod choice:** Anything by Peter Gabriel