



CEO MONTHLY

Interviews

ROHAN DOUGLAS



Global publication CEO Monthly recently caught up with Quantifi CEO, Rohan Douglas, to explore the initiatives he has implemented and the techniques he has employed to drive his firm to its current position.

Describe your responsibilities as CEO. What is your leadership style?

As CEO, I am responsible for setting the strategic direction of the company and executing on that strategy. I believe in success through sustainable growth and maintaining a long-term perspective. This results in a focus on adding value for our clients and a significant reinvestment in our employees, our business and our community.

I have a great management team who I rely on and our goal is to ensure Quantifi is a successful company, where through collaboration, fun and hard work we can help shape some of the significant transformations currently happening in the financial markets.

What do you believe is the key to your success? Are there any key attributes that have helped shape your success?

Determination, hard work and a bit of luck are part of any success. As Quantifi has grown, I have had to adapt and constantly learn new skills. This is reflected at Quantifi by a continual process of adaptation and improvement and a significant reinvestment in our business.

How has your career progressed? What have been the major milestones?

I have over 25 years' experience in the global financial industry. Prior to founding Quantifi, I was Director of Research at Salomon Brothers and Citigroup, where I worked for ten years. My experience includes working in credit, interest rate derivatives, emerging markets and global fixed income. I teach as an adjunct professor in the graduate Financial Engineering program at NYU Poly in New York and the Macquarie University Applied Finance Centre in Australia and Singapore. I am also the editor of the book Credit Derivative Strategies by Bloomberg Press.

I founded Quantifi in 2002 in my attic in New Jersey. My goal was to deliver the same sophisticated risk management and analytics, used by the largest banks, to all market participants. Quantifi has come a long way since then, having expanded its footprint in EMEA, NA and Asia Pacific.

What is the culture within your company and how do you ensure that this is understood by all of your staff?

At Quantifi, we have created a culture focused on success that encourages innovation and engagement. Our people are at the heart of our business and we value individual intellect as much as teamwork. By collaborating with some of the smartest minds in the industry, our employees have a real opportunity to shape the way in which our clients do business. Individual growth is as much a priority as corporate growth and we firmly believe in investing in our people. Attracting and retaining talented individuals enables Quantifi to exceed its commitment to our clients.

How do you manage staff? Do you have any key principles you adhere to?

As a manager, I try to set clear goals and hold people accountable for those goals. I encourage creativity and personal development and focus on getting to the best decisions through meritocracy.

What advice would you give to someone looking to make a success similar to your own?

Starting a business has many unexpected challenges. I was lucky enough to have learnt from prior experience but see many people attempt start-ups and encounter common problems. I always suggest seeking advice from people who have been through the same things, as this can help avoid painful mistakes.

Looking ahead, what do you believe the future holds for both yourself and your firm? Do you have any plans or projects you would be willing to share with us?

There are transformational changes occurring in the financial markets driven by market changes and technology innovation. As a FinTech company focused on innovation, Quantifi is uniquely positioned to participate in and help shape many of these changes. Building something new is exciting and with a strong, stable and diversified client base, I am looking forward to continuing to grow Quantifi and deliver ground-breaking solutions for our clients.

In terms of plans or projects - expect to see some exciting releases from Quantifi over the year as we continue to apply the latest technology developments to finance in innovative and ground-breaking ways.

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