

LJ FIDUCIARY

LJ Fiduciary - part of a global, privately-owned and dynamic investment eco-system

LJ Fiduciary is a long - established, trusted provider of a comprehensive suite of bespoke trust, corporate and fiduciary services to private clients, entrepreneurs, family offices and their enterprises around the world.

LJ Fiduciary – bespoke, discreet, professional

Delivering a multi-disciplinary service, including:

Trusts, Corporate, Foundations, Marine, Aviation, Funds, Family Office and Fintech

Meet our directors:

MARK VEALE

Managing Director, Isle of Man Office

Mark Veale has enjoyed a successful 25-year career in the financial services sector and joined LJ Fiduciary seven years ago.

His areas of expertise embrace many of the core activities of the company and include managing property owning structures, traditional wealth ownership structures, trading companies and investment vehicles. He holds the STEP Diploma in International Trust Management.

Mark's responsibilities span all aspects of the business, with a clear focus on client and service delivery at all levels: "We seek to ensure the client



experience is the best it can be at all times. In terms of recruitment we believe the personality of the person is just as important as their skills set."

When Mark joined the company he became part of a team of fifteen and in a relatively short space of time it has increased to 38.

The ability to adapt and change to meet new challenges can be a defining factor for any business and with the arrival of the Coronavirus Pandemic companies across many sectors faced critical challenges.

LJ Fiduciary was no different, but through detailed planning, testing and investment in new technology the business has successfully adapted its working model: "After the first lockdown we knew it was important to act quickly and ensure our IT was able to operate remotely. Also, we accelerated changes to working hours and operational issues. Previously we had been fairly rigid in that staff worked between the hours of 9:15am and 5:30pm. We have now introduced much greater flexibility. We have weathered the pandemic very well."

Currently the team is once again office based: "This is primarily because we have a number of strategic projects underway," explained Mark.

A native of Bury Mark moved to the Isle of Man 26 years ago and is happy to be here from both a personal and business perspective: "I am happy with the path the Isle of Man Government is taking – particularly in an international sense. I think we certainly punch above our weight as a small jurisdiction."

He lives in Douglas with his wife and two children aged 11 and 7. Inevitably that means a fair amount of 'taxi driving' during his spare time away from the office. But, whenever the opportunity arises, the family make use of their motorhome at different locations around the Island.

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ADAM GREENWOOD

Finance Director
Family Offices Services Division

Finance Director, Adam Greenwood is a relative newcomer to the fold at LJ Fiduciary having joined in 2017, though he has extensive financial accounting experience in banking and Trust administration and is a member of the Association of Chartered Management Accountants.

In his role at LJ Fiduciary he reports directly to Robert Burton. Adam has responsibility for controlling the finances of the Division and managing the back-office and client accounting functions.

Before the Coronavirus pandemic struck Adam was already overseeing a general modernisation of operational procedures, but the new challenges posed by the virus accelerated the transition: "We were in the process of becoming more electronic but last March was the catalyst for speeding up the move to become paperless. As a result all accounts are now held electronically and we operate electronic signatures," explained Adam.

With staff working from home during subsequent lockdowns the meticulous planning carried out in readiness for the move proved invaluable: "We had done comprehensive testing of systems and ensured that those working from home were equipped to do so and could rely on good WiFi signals. It was well thought out and planned and worked well," said Adam.

Originally a Yorkshire lad, Adam's route to the Isle of Man came through the RAF, which he joined from school: "I loved my time in the Air force. My first tour was with the Red Arrows, after which in 1986, I was posted to RAF Jurby Head – the old bombing range. I was based in Ramsey and fell in love with the Island; I wanted to stay, but couldn't afford to," recalled Adam.

After six years in the service he went back to University to re-train and ultimately returned to the Island and set up home in Ramsey: "I love everything about the Island – the variety, the people, the safety. When I came back here we had a little girl aged nine months and our second daughter was born here."

Looking ahead Adam believes LJ Fiduciary has all the pieces of the jigsaw in place to facilitate strong business growth: "Our new Business Development team is up and running and has started strongly," he said.

Away from the office Adam enjoys playing golf at Ramsey and is a massive Leeds United fan: "I enjoy watching Leeds and getting out and about whenever I can; there is so much to do on the Island and so many opportunities."



SOPHIA BIRCHALL

Compliance Director

The role of compliance professionals has taken on even greater significance in recent years, as the burden of ever-changing international regulation has grown. Companies need competent professionals to ensure they are working within the regulatory framework of the countries they operate.



Sophia Birchall heads the compliance team at LJ Fiduciary and concedes that keeping on top of the rule changes within the many global jurisdictions can be an onerous task: "It is probably a harder job than it's ever been, but the introduction of new technology means we are more efficient and have more time to deal with the legislative and operational requirements of the different jurisdictions," she explained.

Sophia is a member of the Institute of Company Secretaries and Administrators, a member of STEP, and of the International Compliance Association. Her role at LJ Fiduciary puts her at the head of a team of five within the company's compliance division covering statutory and compliance matters: "I am very fortunate to be part of a great team. We have a lot of trust in each other and work well together," said Sophia. Sophia admits her path into compliance wasn't planned: "I am a Chartered Secretary by trade, and sort of fell into compliance. I suppose it's not the

sort of thing you set out to do – I mean it's not quite the same as wanting to be an astronaut – but it's an important consideration for any business. You certainly have to be on top of your game at all times."

Away from the office Sophia lives with her husband near the Eairy Dam, Foxdale. The couple have two boys aged 10 and 7: "They manage to keep me busy with mountains of washing. It's one of life's mysteries how much they can create. Then there are my duties as a chauffeur and looking after our 17 year-old Staffie!"

Sophia recalls thinking she was fortunate to live less than twelve minutes from most places on the Island: "The exception was Ramsey, which is a 40 minute drive. However, I really enjoy my job and the company, and the journey is really scenic and a chance to clear my head both ends of the day."

She added: "In respect of the company there is always plenty to do with new projects and improvements. We are growing as a business all the time with much to learn and get our teeth into."

Originally from the Isle of Man Sophia's parents were born and raised in Cyprus, where she still has family: "We used to go over every summer. Hopefully when the pandemic ends we can resume."

ROBERT BURTON

Partner, Alvarium
LJ Fiduciary Chief Executive Officer



LJ Fiduciary is a long-established business started in 1991 by the late Charles Cain. Robert Burton, the Chief Executive Officer joined the business six years later in 1997 and has witnessed considerable growth. Today he oversees the Family Office Services Division of Alvarium, a group with a truly global focus.

LJ Fiduciary has a staff of 38 based in its headquarters within Commerce House, Ramsey, and Robert is also responsible for a team of ten in Geneva, along with a Family Office Services team in London.

"It's a role I really enjoy, but it can also be challenging," he explained. "A key part is helping influence the strategic development of the business. What I would say is that to succeed you should aim to recruit individuals who are at least as good as or aspire to be better than yourself. It may sound strange, but it is true."

The business may have its anchor firmly embedded in the Isle of Man, but – as part of a global, privately owned investment eco-system it provides fiduciary and administrative services to individuals, family offices, institutions and foundations around the world.

Robert believes the Isle of Man is still the perfect base from which to operate the business: "The Island has close links with Co Investment and Merchant Banking teams in London, which look to us to support their structuring."

Whereas much of the work the Island attracted in the past was tax driven Robert has seen an inexorable shift in focus over the years: "People are more interested in looking for a neutral environment through which they can minimise unnecessary costs. Our clients are from multiple jurisdictions and must remain tax compliant, but none want to experience a tax burden greater than they need to."

LJ Fiduciary has never been a company that shouts about its success, though it has much to be proud of. Its current team is made up of several of the original members along with newer recruits spanning a range of core disciplines. With a strong, dedicated team in place it can maintain its focus on the delivery of impeccable service whilst developing new business channels through its recently established new business development team. Robert's role is a demanding one, so what does he do to relax when he's away from the office? "When I moved to Ramsey in 1997 we had a toddler and a baby on the way and they were followed by a third so family life has been busy.

We have a large garden, which I'd like to spend more time in and I enjoy cooking. We also have a motorhome and just enjoy being outdoors – preferably somewhere quite remote as we have three dogs!"