



# Alliance FX Capital Announces Appointment of Commercial Director

*Alliance FX Capital is pleased to announce the appointment of Mr. Jack Barns as its Commercial Director with immediate effect.*

SINGAPORE, SINGAPORE, May 4, 2017 /EINPresswire.com/ -- [Alliance FX Capital](#) is pleased to announce the appointment of Mr. Jack Barns as its Commercial Director with immediate effect. Jack will be responsible for contributing to AFXC's overall strategy and increasing offerings to both existing and new clients. Jack will oversee marketing, strategic business partnerships and the sales department. Jack will report into AFXC Chief Executive Officer, Gordon Roth. His last role, which he held for 3 years, saw him responsible for all of AFXC's IPO introductions and small cap trading across European markets.

Commenting on the new appointment, CEO Gordon Roth said: "Jack brings valuable know-how to our global efforts to acquire new Institutional and Private Equity stock trading and sales. He will be an asset in providing guidance to our Equity Sales team. His knowledge of cross-border commerce and international product distribution will be invaluable as we look to define more innovative solutions for our clients and grow our presence globally."

Mr. Barns commented: "I look forward to expanding Alliance's Equity business globally and leveraging our relationship with approved Trading Advisors around the world as we look to help clients exploit the changes we are seeing in the structured equity offerings thru our AFXC originated EFTs" Jack studied at Aston University, Birmingham and received a BA in Economics and Finance. He received his MBA in International Finance at HEC School of Management, Paris.

"This is the perfect time for Jack Barns to head up our global commerce and trading efforts. We've selected a very strong leader at a time when AFXC is in a very strong position," explained CEO Gordon Roth. "Today's pace of change is exponential. Every company, city and country is becoming digital, navigating many disruptive markets and AFXC's role in the structured equity offerings of disruptive companies' issuance has been transformational by the introduction of some very innovative products. Jack's unique ability to translate vision and strategy into world-class execution and bringing together teams to drive results. Jack's vision, strategy and execution track record is exactly what AFXC needs as we enter our next chapter, which I am confident will be even more impactful and exciting than our last."

For the past five years, Jack has also led AFXC Global Wealth and Retirement Solutions effort comprised of the AFXC Equities Division product organization and trading business. During that time, he worked on the implementation of goals based wealth management and has overseen the strong growth of the trading platform base transaction business. Mr. Barns was also instrumental in the firm's development of a unified investment platform that will be critical to providing best-in-class investment solutions to our approved advisors and private equity clients.

"AFXC leadership teams on business integration, goals-based wealth management and regulatory matter have made tremendous progress by developing and beginning to implement goals-based wealth management with AFXC approved Asset Managers", Gordon said. "Recognizing that our

strategy has been proven and is now being implemented, Jack came to me and indicated he was thinking about his future and his desire to connect to the other passions in his life, particularly his commitment to working with organizations that help people who are less fortunate. As he considers how he can make his next important contribution, I'm very happy that he'll be an important advocate for our clients, our AFXC management teams, and our approved investment advisors."

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