



London, Nov 2017

New Partner and London office opening

We're very pleased to announce that we have been joined by our new colleague - Mr Sunder Baskaran - who will represent us in the UK. Sunder, a British national who's based in central London, joins Lyrebird Analytics from Crisil Global Research and Analytics London office (*a Standard & Poor's company*) where he worked for 13 years. Most recently as a Director – Business Development. He joins Lyrebird Analytics as a Partner and our head of UK operations.

Sunder has extensive expertise and experience in consulting, research and advanced analytics, combined with a track-record of having closed and managed several multi-million pound, long-term client relationships with some of the largest investment banks and financial services firms.

Sunder's career started at American Express as a management trainee in their Trade Operations Division followed by a few years as a Financial Analyst, before venturing in to the business development field. He holds a Master in Business Economics and is based in central London where he lives with his fiancée.

London office launch

A milestone has been reached in the long term strategy for Lyrebird Analytics and we are happy to inform that we are now present in central London. The nature of the industry we operate in and the services we offer benefits from us having on-the-ground presence. Our opening in central London puts us in a position to better promote our business model and represent our partner firms. This in turn enables us to look at further expansion moving forward in to 2018. Our motto is "*Global knowledge. Locally delivered.*" and our focus will be on strengthening that proposition even further.

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