

50 LEADING WOMEN IN HEDGE FUNDS 2021

Selma Coffey

Head of Distribution Services and Support, Waystone, Dublin



Selma Coffey oversees two expanding business lines within Waystone Distribution Solutions, a leading global governance and management company group formed from the merger of MontLake, MDO and DMS. The offering ranges from MiFID distribution support to helping clients make funds accessible to investors through managing onboarding to distribution platforms and data providers. Waystone anticipates that the new EU Cross Border Distribution Framework will open up further opportunities to managers within the EU as a result of changes to pre-marketing rules. Waystone's Swiss representative, Waystone Fund Services SA (previously known as Oligo) further assists with distribution in Switzerland. Waystone also helps managers to navigate the ever-changing EU regulatory landscape, through advising on how to manage items such as dual UCITS and PRIIPS KIIDS, EMIR and SFDR. Coffey was previously Head of Distribution Services at MontLake Management and prior to that was an independent consultant within several core, client-facing projects for Bank of New York Mellon's Alternative Investment Services. Previously, she was a member of the Board for Man Fund Management Limited and Man Corporate Services (Ireland) Limited, with day-to-day responsibilities that included managing product launches and key client relationships. Her career began at PFPC International. She holds a BA in Russian from Trinity College, Dublin.