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BDA builds on dynamic business development team

Agency hires Bermudians in its mission to attract business and investment to Island

Hamilton, Bermuda, September 23, 2015 —The Bermuda Business Development Agency (BDA) has added several qualified, experienced Bermudians to further enhance its work to attract business and investment to the Island.

Kevin Richards, Deshay Caines and Victoria Buckley have recently joined the public-private partnership established in 2013 to stimulate growth in the economy and to help companies create and maintain jobs.

“These talented Bermudians fit very well with the energy and work ethic of our exceptional team as we further implement targeted business development strategies,” said BDA CEO Ross Webber. “We welcome them to the BDA, and I’m confident they will complement and add greater value to the work we’re doing.”

Richards is responsible for developing the shipping and aircraft finance sectors at the BDA, as well as assessing the feasibility of seed capital and infrastructure projects. He will also be working with accounting and banking sectors to help create an even more conducive business environment. With a decade of financial services experience, including two years as marketing manager at GE Canada and two years in London with GE Capital International, Richards



previously worked in the insurance industry with ACE Group in London and Bermuda. He holds a BA and MBA degree from the University of Notre Dame, Indiana—and is also an accomplished athlete, representing Bermuda at football in two FIFA World Cup campaigns, as well as being the first person from Notre Dame to be drafted in the MLS Superdraft.

“I am extremely happy to join such a dynamic and driven team at the BDA,” says Richards. “After spending time in the United States, London and Toronto, I hope to leverage my international experience and network to drive growth in the international commerce sectors—while building on the work Ross and the team have done so far. It is an honour and a privilege to be able to work every day towards growing the economy of Bermuda. After representing my country on the football field in the past, I can’t wait to apply myself equally as hard at BDA by helping to increase investment in our country.”

Caines takes up the role of Business Development Coordinator at the BDA, responsible for providing support, coordination and implementation of the agency’s strategies to attract and maintain business. She joined the agency in early September after working at Digicel Bermuda for three years, latterly as an account manager. A graduate of Oakwood University, Alabama, she received a dual degree in Business Management and History.

“I am thrilled to join the BDA team and lend a proactive approach to business development across all international business sectors,” says Caines. “Being able to have a hand in bringing and developing business in Bermuda is a privilege, and I hope to use my sales background to support and help drive BDA strategies.”

Meantime, Morgan Simons, who joined the agency last November as Administrative Assistant, has been promoted to Concierge & Human Resources Coordinator, providing administrative support to the BDA’s CEO and Office Manager, as well as to its Concierge Business Service and industry stakeholders. Simons also oversees the BDA’s new student internship programme. A graduate of Manchester Metropolitan University, UK, she earned a Master’s degree in International Tourism Management and also has an undergraduate degree in French Language from Concordia University, Montréal.

“Working at the BDA has been an eye-opening experience,” says Simons. “Having never worked in a corporate office before, this experience has already taught me a lot about the field of



business development. I've also been fortunate to meet and work with numerous stakeholders and industry leaders, so I'm learning about Bermuda's different sectors, such as captive insurance, shipping, reinsurance, and asset management. It's been very rewarding."

Buckley joined the BDA this summer as its new Administrative Assistant. Fluent in Portuguese, she previously worked as a customer service representative at Logic Communications and TeleBermuda International as a programme coordinator for YouthNet. She now assists the full BDA team with administrative support.

"I am excited for this opportunity to grow professionally with a dynamic agency like the BDA, and be a part of bettering the Island," says Buckley.

Following a successful inaugural programme, administered by Simons, that saw Bermudian business students Jazmine Outerbridge and Zharia Rollins receive 10 weeks of on-the-job training this summer, the BDA is continuing short-term internships. The agency has engaged Cordelia Philip for a two-month internship starting this week. Philip recently completed her Bachelor of Arts degree in Economics at Montreal's McGill University, and will be involved in business development support, fundraising initiatives and general administration.



PHOTO CAPTIONS

PHOTO 1: From left, the BDA's Kevin Richards, Victoria Buckley, Deshay Caines and Morgan Simons.



PHOTO 2: Cordelia Philip (left) and Morgan Simons



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ABOUT BERMUDA BUSINESS DEVELOPMENT AGENCY (BDA)

The BDA encourages direct investment and helps companies start up, re-locate or expand their operations in our premier jurisdiction. An independent, public-private partnership, we connect prospective companies to industry professionals, regulatory officials, and key contacts in the Bermuda Government to facilitate domicile decisions and make doing business in Bermuda straightforward and beneficial. For more information, visit bda.bm.

