

BARON  POINT

ANDREW M. SULLIVAN

VICE-PRESIDENT
BUSINESS DEVELOPMENT, APAC

ANDREW.SULLIVAN@BARONPOINT.COM

OVERVIEW

Top Tier Financial Services Executive

Dynamic, results-driven financial services executive with 20+ years' experience leading institutional trading, investment strategy, and client development across Asia-Pacific, with a focus on Hong Kong and Southeast Asia.



A former military officer with deep institutional relationships and a proven track record across Asia, he joined Baron Point in 2026, he is a seasoned executive with 20+ years' experience leading institutional trading, investment strategy, and client development across Asia-Pacific. Recognized for thought leadership, rapid adaptability, and a strong command of Asian equities and trading ecosystems. He fills a senior strategic role in Asia for Baron Point, with valuable long-term vision and practical execution.

Current Chairman of the BritCham / British Embassy Capital Markets Development Working Group, with the vision of building Cambodia's financial sector to benefit commerce in the region.



EXPERIENCE



2026 - Present

Vice-President, Business Development, APAC

Phnom Penh, Cambodia

A Wall Street and Indochina-based Merchant Bank focused on early-stage channel and project development, equity, debt, ETFs and structured note design catering to emerging markets opportunities.

April 2026 – Forward: Baron Point Financial LLC (New York, New York)

April 2026– Forward: Baron Point Capital Management Ltd. (British Virgin Islands)

April 2026 – Forward: Baron Point Financial Group SPC (Cayman Islands)



2024 – 2026

Royal Group Funds – Director, Investor Relationships

Phnom Penh, Cambodia

- Cultivating partnerships with family offices, mutual and hedge funds investing in Cambodia.
- Produced a quarterly economic report and daily publication Asian Market Sense.
- Continued media presence; weekly radio commentary on RTHK's Money Talk and The Close.



EXPERIENCE



2017 – 2021
2023 – 2024

Asian Market Sense – Founder

Hong Kong

- Created a widely respected daily sales trading commentary, growing to 320+ subscribers.
- Regular media contributor for CNN, Bloomberg, CNBC, FT, and RTHK.



2021 – 2023

Outset Global (HK) Ltd – Managing Director & Responsible Officer

Hong Kong

- Relaunched and led the HK office, trading Asian equities and enhancing firm visibility via media and client outreach.
- Role concluded upon internal strategic repositioning.



2019 – 2020

Pearl Bridge Securities – Director & Responsible Officer

Hong Kong

- Led business development for sales, research, and asset management.
- Successfully secured capital-raising mandates across diverse sectors.
- Firm ceased operations during the covid pandemic.



EXPERIENCE



2015 – 2017

Haitong International Securities – Managing Director, Sales Trading & Responsible Officer

Hong Kong

- Built a profitable institutional desk from the ground up, servicing over 50 clients.
- Deployed an integrated order management system and expanded trading operations across HK, Singapore, and New York.
- Got Haitong recognised as a global brokerage operation.



2010 – 2014

Espirito Santo Securities (HK) Ltd – Senior Roles

Hong Kong

- Spearheaded account development leveraging longstanding institutional relationships.
- Contributed to multiple transitions and acquisitions including Haitong International.



2008 to 2010

MainFirst – Head of Sales Trading & Responsible Officer

Hong Kong

- Established the Hong Kong office and trading presence from inception.
- Shaped strategic positioning and brand awareness through strong media connections.



EXPERIENCE



2000 to 2007

Additional Roles in Equity Sales Trading

- **Daiwa SMBC, BNP Paribas Peregrine, ING Barings Hong Kong**
- Developed high-performance trading teams and expanded regional institutional client bases.
- Specialized in structuring pair trades, arbitrage, and event-driven strategies.
- Participated in the HK FIX Committee and implemented research integration strategies.



Pre-2000

Early Career in Property Research & Investment

- Held leadership roles at Indosuez WI Carr, Chesterton Petty, and First Pacific Davies in HK, following early experience in the UK as an investment surveyor with Hillier Parker.
- Provided regional property research and investment insights across Asia-Pacific.



EXPERIENCE



Education & Qualifications

University of Westminster – London

BSc in Urban Estate Management, First Class Honours



Certifications

- Member, Royal Institution of Chartered Surveyors
- SFC Hong Kong: Type 1 RO License (previously held Type 4 & 6)
- HKSI Paper 12 (Asset Management)
- CERC Licensed Representative
- FINRA Series 7 (Lapsed)



Personal Details

- Nationality : British and Irish
- Residency : Cambodian Work Visa;
Hong Kong Permanent HKID (no work permit required)
- Family : Single; one son currently studying in the UK
- Interests : Sailing (Full Member RHKYC), squash, golf, hiking, people, and public commentary.





Baron Point Capital Management Ltd.

10 East End Avenue
New York, New York 10075
United States of America

Tel +1 212 248 2733
Fax +1 212 504 3101
InvestorServices@baronpoint.com
www.baronpoint.com