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# Lola Myshketa

## Current Responsibilities

Lola is responsible for overseeing the planning, development and execution of the Group's marketing and business development initiatives.

## Experience

Lola has 20 years of international experience in the Capital Markets, Financial Services and Reinsurance industries. She has a demonstrated track record and expertise in:

- Corporate strategy and business development
- Brand management
- Marketing and sales leadership
- Investor relationship management
- Strategic planning and implementation
- Start-up operations management
- Client retention and acquisition strategies

Prior to joining the Horseshoe Group, Lola was Chief Business Development Officer of Sequant Re; a start-up collateralized reinsurer. Her duties included the following:

- Brand development and strategic marketing
- Management and negotiation of third party service agreements
- Market and competition analysis, as part of the product development strategy
- Responsible for planning and implementing various marketing and sales campaigns, including a series of road shows globally, to promote the company and its Insurance Linked Securities ("ILS") offerings
- Development and management of company's network of high-level contacts with prospective investors and other business partners globally

Prior to that, Lola led the start-up and the development of the Asset Management operation of the Bermuda Commercial Bank. In that role she worked closely with the Board to develop the strategic direction for the newly formed business line. Her duties and responsibilities included the following:

- Development and execution of strategic planning, marketing and sales campaigns to promote the newly formed business line and increase market share
- In charge of developing and managing relationship with internal and external stakeholders
- Spearheaded deal structuring and negotiation with fund managers and third-party service providers
- Managed the Bank's Relationship Management team in the growth, acquisition and retention of high net worth clients

- Led the design and the implementation of the framework required to support the business line.
- Member of the Bank's Investment Committee
- Chair of the Bank's Sales & Business Development Committee

Before that, Lola held senior positions in the Canadian private and public financial institutions, where she specialized in alternative investments and capital markets.

### **Professional Designations**

- FMA – Financial Management Adviser, Canadian Securities Institute, Canada

### **Education**

- Master's Degree in Banking & Finance (summa cum laude), Bocconi University/Giordano Dell' Amore Foundation, Milan, Italy
- Honors Bachelor' Degree in Business Administration– University of Tirana, Tirana, Albania

### **Languages**

- English
- Albanian