

Susan Cooney Bio



After graduating with a Bachelor of Arts in Linguistics and Languages, Susan began looking for a career that would combine her interests in communication and travel. While searching for her ideal position, she took a role in London Investment Bank Dresdner Kleinwort Wasserstein working on promoting and training employees on an internal client relationship management system.

At this time, Dresdner Kleinwort Wasserstein was one of the few investment banks embracing e-FX technology and had launched a trading platform called Piranha. They required sales people to launch the product in Europe, which piqued Susan's interest. Susan was given a trial selling to UK banks and loved it.

Internally, banks had not embraced electronic trading at this juncture and there was much friction between the traditional voice sales people and the new generation of sales people selling electronic FX. Despite the challenges, Susan embraced the role and quickly established a large portfolio of clients across Europe.

In mid 2004, Susan was asked by colleagues David Cooney and Tim Cartledge to join the team moving across to Barclays Capital. At that time, Barclays was unknown in e-FX. Susan was given responsibility for European Institutional clients and found herself on a plane across Europe several times a week. "I met some great clients and experienced selling to many different cultures. I was fortunate to experience multiple traders' experience of e-FX technology first hand", she says.

With the introduction of Precision Pricing in 2005, along with several other innovations by the team, Susan was asked to recruit and head up a new team to expand Barclays' institutional e-FX sales efforts in Europe. She immediately set about challenging traditional investment banking recruitment methods and instead focused her search on character. "I knew I could teach and train people on e-FX, but I couldn't teach character. This was regarded as quite controversial" she says.

However, in what was probably an Investment Banking industry first, Barclays backed this initiative and what was jokingly referred to as 'Barbie's army' was born. 8 people were hired from all walks of life. The common thread was their character and sales ability. The initiative was a success, which contributed to tremendous growth in Barclay's e-FX market share. Susan went on to hire teams in Singapore, Hong Kong and the US. Client service was of the utmost importance and very much became the focus. Susan's e-FX career has taken her to many countries of the world, meeting many people and has given her valuable insight into the requirements of an FX trader. Insight that has helped her to contribute to much of the MahiFX functionality.

Susan and David Cooney married in 2008. Shortly after, she left Barclays to concentrate on her family and plan the next step in their careers- building the retail FX offering 'MahiFX'. Susan and David have a 2yr old daughter.