KRISTIN **LINNELL**

81 O St, Boston, MA 02127 · (617) 315 - 8834
Kristin@linnelladvisory.com · linkedin.com/in/Kristin-linnell-0b1a3356

Electronic trading and institutional brokerage executive with 20 years of industry experience in a variety of roles including CEO, COO, and CFO at Fintech startups, buy-side hedge funds and sell-side broker-dealers. Most recent venture widely considered innovative and disruptive to institutional equities trading; instrumental in closing several clients with over $1Tn in AUM. Extensive experience managing board and investor relations, raising capital, operating in a highly regulated environment, overseeing sales, managing client relations, developing compliance processes, managing technical teams and overseeing finance and operations. Hands-on accounting, fund accounting, securities operations, audit and tax experience.

EXPERIENCE

JANUARY 2012 – SEPTEMBER 2020

CO-FOUNDER, CHIEF EXECUTIVE POTAMUS TRADING, LLC

Fintech Startup innovating equities trading for large buy-side institutions.

- Co-founded registered broker-dealer in 2012; initially served as the Firm's CFO, CCO and COO. Promoted to Managing Partner and Chief Executive in 2017.
- Raised over $50M in operating capital with most recently closed investment being a $10M investment in 2018 from an institutional investor based in Tokyo, Japan.
- Built a complicated broker-dealer business from power-point to trading on behalf of the world's largest buy-side clients by AUM within 5 years.
- Manage board and investor relations including coordinating board meetings, creating board reporting packages and drafting investor update letters.
- Accountable to the Board for overall business performance including expense management, revenue generation and client acquisition.
- Built the "Potamus Brand" through conference engagement, particularly Equities Leaders Summit and TraderForum.
- Led industry round table conversations on the Potamus business and presented to over 100 buy side head traders annually.
- Foster client relations by working closely with clients to understand trading objectives to optimizing services to meet or exceed performance goals.
- Research trends in trade execution to ensure services perform better than industry standards.
- Oversee sales professionals and manage sales pipeline. Close sales prospects and work through extensive due diligence with new clients.
- Face of the firm in all PR and marketing efforts including media interviews.
- Oversee recruitment and hiring of team, management of 30 employees.
- Oversee development all compliance policies and procedures for an electronic market-making business; escalation point of contact for FINRA, SEC and all equities exchanges.

- Establish best-in-class operational and financial reporting processes as well as hire and train accounting, operations and compliance teams.
- Manage key counterparty relationships including outside general counsel, clearing firm, outside auditor and important clients.
- Oversee annual audit, sign audited financial statements.
- Ensure timely submission of all regulatory filings including monthly FOCUS reports, annual audits, SIPC filings, etc.
- Manage technical projects and interface with engineers in the specification and development of complex trading systems.
- Interface with outside counsel in drafting of key legal documents including licensing agreements, operating agreements, client account agreements, regulatory disclosures and employment agreements.
- Manage clearing relationship, oversee operations team in daily trade processing, reconciliation and trade break resolution.
- Authorized implementation of Advent Geneva, oversee securities accounting team.
- Ensured best-in-class daily reconciliation procedures for trades, cash balances, positions.
- Established daily and monthly process for financial statements, payroll, T&E processing, fixed assets accounting, investor tax allocations.
- Face of the firm to FINRA and the SEC, primary contact for all regulatory inquiries and exams.

JANUARY 2008 – JANUARY 2012

CFO, CCO, PHASECAPITAL LP

Quantitative systematic hedge fund predecessor to Potamus Trading LLC.

- Developed detailed finance, accounting and securities operations processes for systematic hedge fund business.
- Hired operational team members.
- Promoted culture of automation: worked closely with engineers by specifying automatic securities processing including trade reconciliation, NAV computation and performance calculation.
- Focused on leveraging technology wherever possible as opposed to inefficient and error-prone spreadsheets and other suboptimal operational tools.
- Led process to select prime broker and fund administrator.
- Led process to select Advent Geneva accounting system.
- Led process to select PricewaterhouseCoopers for audit and tax services.
- Oversaw all key counterparty relationships including prime broker, fund administrator, legal, audit and tax.
- Led operational due diligence with prospective investors.
- Developed accounting policies for management company including payroll, T&E reimbursement, fixed assets accounting, investor tax allocations.
- Managed compliance processes for fund and management company including tracking position exposures and limits, employee gift policies, manipulative trading reviews, record retention and email review and retention.

PREVIOUS EXPERIENCE: JULY 2005 – OCTOBER 2007
ASSOCIATE, SOWOOD CAPITAL MANAGEMENT LP

PREVIOUS EXPERIENCE: JULY 2000 – JULY 2005
GROUP MANAGER, BISYS HEDGE FUND SERVICES

EDUCATION AND PROFESSIONAL LICENSES

SECURITIES LICENSES, FINRA

- Series 24, 27, 4, 7, 63, 55, SIE
- CRD Number 6018679

BACHELOR OF ARTS, BOWDOIN COLLEGE

- Dual major in Economics and French

SKILLS

- Senior trading relationships within asset management community
- Executive sell-side relationships
- Multi-functional experience including regulatory
- Software skills including Advent Geneva, Bloomberg, Quickbooks
- Collaborative, work well in a team building and selling new product
- Quick learner, ability to translate technical details to clients and client needs to technical team