



**100 women in  
hedge funds®**

**Education Session No. 291:  
Leda Braga speaks on Hedge Fund Management through a Team-Oriented Approach**

September 13, 2011 at 6:30 PM  
Geneva

The hedge fund industry is often perceived as the preserve of the star fund manager, but BlueCrest's Leda Braga will offer an alternative vision where success is shared and a team orientation leads to a stronger firm.

Challenges in this approach are many such as:

- How to best utilise the skills of each team member
- Creating a team ethic
- Promoting independent thinking within a collaborative environment
- Hiring into an established team
- Motivating the team, and
- Encouraging collective responsibility

Leda Braga will discuss her experience of leading successful teams in research and portfolio management at BlueCrest and the important contribution that operating as a team has made to BlueCrest's success.

**Participants**

Leda Braga, BlueCrest Capital Management Guernsey LP, Geneva branch.

**Event Details**

**Date:** September 13, 2011

**Time:** 6 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and canapés will follow.

**Host:** Eurex Exchange

**Location:** HD Centre

Villa Plantamour, Park Mon Repos, 114 rue de Lausanne, **Geneva**, 1202, Switzerland

(Please see below for directions.)

**RSVP:** [http://www.100womeninhedgefunds.org/pages/event\\_registration.php](http://www.100womeninhedgefunds.org/pages/event_registration.php)

This event is NOT FOR ATTRIBUTION.

Admission to this event is free, but there is a 30 SFr charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to Coeurs Pour Tous, the 2011 beneficiary of 100WHF's Swiss philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your member profile at:

[http://www.100womeninhedgefunds.org/pages/my\\_profile.php](http://www.100womeninhedgefunds.org/pages/my_profile.php)

Space is limited. No walk-ins will be permitted.

## Biographies

**Leda Braga**, Head of Systematic Trading, BlueCrest Capital Management Guernsey LP, Geneva branch. Leda Braga is Head of Systematic Trading, BlueCrest Capital Management Guernsey LP, Geneva branch. She joined BlueCrest from Cygnifi Derivatives Services (a JP Morgan spin-off) in October 2001. At Cygnifi she formed part of the management team and was Head of Cygnifi's Valuation Service. Prior to Cygnifi, Leda spent nearly seven years at JP Morgan as a Quantitative Analyst in the derivatives research team. Her past experience includes modelling of interest rate exotics, FX/interest rate hybrid instruments and equity derivatives. She holds a PhD in Engineering from Imperial College, where she worked as a Lecturer and led research projects for over three years prior to joining JP Morgan.

## Directions

Villa Plantamour is based in the Park Mon Repos, between the lake and rue de Lausanne.

[Click here for more directions](#)



## About Eurex Exchange

Eurex Exchange is one of the largest global derivatives exchanges, with a product suite comprising the most actively traded and liquid market in both EUR-denominated equity index derivatives and CHF-based exchange-traded derivatives; as well as a broad offering in single equity products, alternative asset classes and commodities. It also trades the most liquid fixed income markets in the world. [www.eurexexchange.com](http://www.eurexexchange.com)

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## About 100 Women in Hedge Funds ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 250 events globally, connected more than 250 senior women through Peer Advisory Groups and raised close to \$20 million for philanthropic causes in the areas of women's and family health, education and mentoring. For more information about 100 Women in Hedge Funds, please visit [www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org).

## Give Back

100 Women in Hedge Funds provides a 'Give Back' program that enables members to match their resources (time, access, financial) to projects that will help us expand our successful initiatives. Visit

[http://www.100womeninhedgefunds.org/pages/give\\_back.php](http://www.100womeninhedgefunds.org/pages/give_back.php) today and tell us how you can help.

## 100WHF *Connect!*

Get *Connected* today! Visit [http://www.100womeninhedgefunds.org/pages/membership\\_connect.php](http://www.100womeninhedgefunds.org/pages/membership_connect.php) for details and to sign up.

## 100WHF Access Fee

Have you paid your access fee? If not please go to

[https://www.100womeninhedgefunds.org/pages/member\\_payment.php](https://www.100womeninhedgefunds.org/pages/member_payment.php). We appreciate your continued support!