

**SCOTT  
CAMPBELL**

**S**cott began his career with AMP Group in New Zealand in 1989, before joining Appleton in 1996. He was appointed managing director of Appleton International London in 2000. He achieved a five-star ranking and awards from Standard & Poor's for the management of several of the Appleton range of offshore funds. In 2002, he set up what is now MitonOptimal Guernsey and leads the development of the MitonOptimal Group of companies.

**Areas of influence:** 'In the early days, I was at the forefront of global multi-asset investing and the blending of portfolios that have utilised both traditional and alternative asset classes.

'More recently, I have helped shape the discretionary fund management services sector of the industry. The outsourcing by financial advisers of portfolio management functions at a bespoke portfolio, model portfolios services or funds level, is fast changing the way in which the international investment industry operates.' ■



**ROLE:** Group managing director and chief investment officer

**COMPANY:** MitonOptimal South Africa

**TIME IN CURRENT ROLE:** 15+ years

**REGION(S):** UK, Africa, Asia, Europe, Latin America, Middle East

#### **Greatest challenge**



Balancing integrity and honesty against the over-complication and cost of compliance. The actions of a minority affect this balance for all of us trying to achieve exceptional outcomes for clients