



**P.R.I.M.E. FINANCE**

*A unique collaboration of experts in law and finance*

*Press release from The P.R.I.M.E. Finance Foundation*

The Hague, 9 July 2024 — for immediate release

**Camilla Macpherson to leave P.R.I.M.E. Finance after five successful years; Deannie Yap promoted to Senior Legal Officer/Manager**

Camilla Macpherson, P.R.I.M.E. Finance’s Head of Secretariat since 2020, is leaving after five years of leading the organisation. Deannie Yap, currently Legal Officer, will assume the role of Senior Legal Officer/Manager.

“Camilla’s tenure as Head of Secretariat spanned an incredibly challenging and productive five years, a period dominated by the pandemic and its after effects,” said Robert Pickel, Chair of P.R.I.M.E. Finance’s Management Board. “Among her many accomplishments are the creation of PRIMETIME online events, the publication of P.R.I.M.E. Finance’s first ever annual report, new arbitration rules, the Halsbury Rule of Law Award, the establishment of expert forums in four key areas, strengthened working relationships with key partners, and a higher profile for P.R.I.M.E. Finance. Camilla has brought the highest degree of professionalism, dedication and focus to the role, and we wish her all the best in her future pursuits.”

“Working for P.R.I.M.E. Finance has been extremely rewarding,” said Ms Macpherson. “I am proud of the many relationships I have built over the past five years, both with P.R.I.M.E. Finance’s boards and Experts, and with the wider international arbitration and finance communities. I am grateful for the support that I have received, and I look forward to staying in touch with the many friends and contacts I have made.”

“In her new role as Senior Legal Officer/Manager, Deannie will work closely with me, our boards and our experts to continue to raise the profile of P.R.I.M.E. Finance,” said Mr Pickel. “I have great confidence in Deannie’s abilities, which she has demonstrated working closely with Camilla and me since joining us a year ago.”

Camilla’s final day is 17 July.

**About P.R.I.M.E. Finance**

P.R.I.M.E. Finance is based in The Hague and was established to help resolve disputes concerning complex financial transactions. The organisation has the support of key international regulatory bodies and is complementary to the on-going financial market regulatory reform process.

In 2015, P.R.I.M.E. Finance joined forces with the PCA. The PCA is the world’s oldest arbitral institution, with over a century of experience in administering complex international proceedings. As a result, arbitrations and mediations under the P.R.I.M.E. Finance Arbitration and Mediation Rules are administered by the PCA, and parties to complex financial transactions have access to an efficient arbitration and mediation mechanism to resolve their disputes.

In 2020, P.R.I.M.E. Finance won the Halsbury Rule of Law Award in the LexisNexis Law Awards, in recognition of its judicial training programme.



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## **Contact for the Media**

For more information on the complete list of experts and further details about P.R.I.M.E. Finance, please refer to the website: [www.primefinancedisputes.org](http://www.primefinancedisputes.org). For further information about this press release, contact [secretary@primefinancedisputes.org](mailto:secretary@primefinancedisputes.org).

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