



News release

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PwC grows Advisory business to deliver on The New Equation strategy

Firm makes strategic hire to lead its Deals platform, adds capabilities

HAMILTON, Bermuda - PwC today announced plans to build on its new global strategy in response to a changing world impacted by technological disruption, fractured geopolitics and climate change.

The strategy focuses on two interconnected needs faced by clients around the world: *To build trust and deliver sustainable outcomes*. Solving the problems of the future requires teams of solvers - each with depth in their area of specialism and together combining all the skills needed to solve new and complex challenges.

Arthur Wightman, PwC Bermuda leader, commented: “At PwC, our teams are powered by technology, with the flexibility to identify the right solutions to problems. And, of course, they are diverse in terms of background and perspective. We are excited to commence a multi-year investment in developing our business and deepening our capabilities to meet the needs of our clients now and into the future. We are taking the opportunity to reconfigure our Advisory business in line with our four global platforms: Deals, Risk and Regulation, Transformation and ESG.”

The four areas of enhanced focus include:

Deals: Originating, creating, and executing deals and realizing results from deals.

Risk and regulation: Enabling an integrated perspective on risk, regulation and compliance.

Transformation: Combining strategy, technology and consulting to create competitive advantage.

Environmental, Social and Governance: Designing and delivering practical, purpose-led plans and strategies that will deliver sustained outcomes.



Wightman continued: “We will be investing in existing and new capabilities with a number of strategic hires over the coming months. Furthermore, we will continue to rapidly expand our use of digital solutions, and cloud, artificial intelligence, virtual reality and other emerging technologies to deliver insight and drive competitive advantage for clients.

“We are delighted to announce our newest hire, Joseph Gordon, who will lead our deals platform. Well known to PwC and the Bermuda market, Joseph returns to our firm in May having previously supported us with one of the largest global liquidations in history. While working in the Middle East he successfully helped build a market-leading deals practice.”

Gordon brings more than 17 years of experience across deals advisory including M&A, restructuring and insolvency, consulting and forensics. He led a number of high-profile projects for PwC in the UK, Bermuda and the Caribbean region. He is a Fellow of the ICAEW and graduated from the University of Durham and University of Cambridge (Judge Business School).

Joseph Gordon commented: “I am excited to take on this new role and I look forward to working with my colleagues in supporting our clients to create, sustain and protect value. Potential deal disruptors such as financial market volatility, and macroeconomic headwinds, mean the need to have robust plans for M&A value creation will be extremely important this year.”

Given the strategic importance of these changes to the firm’s overall strategy the Advisory business will report directly to Arthur Wightman.

PwC also notes that Advisory partner, James Ferris, is leaving PwC to take up an advisory role at a global reinsurance broker.

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About PwC

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