

MPL YOUNG LEADERS

MONACO PRIVATE LABEL

FUTURE BUSINESS

SEPTEMBER 2020 ·
ISSUE 03

IMPULSING REAL CHANGE MPL-YL.COM



Pierre-Alexandre ROUSSELOT: “what will change are our clients’ relationships with theirs”.

Pierre-Alexandre ROUSSELOT, 35, founded KeeSystem, a FINTECH, for over 11 years. This father of three children is self-taught in finance, and yet he knows all the inner workings...

Your career is atypical...

Indeed, I studied computer science, then land surveyor. A profession that I practiced for nearly three years in a firm in Nice. However, I was mainly interested in applied mathematics: my scientific training taught me to apply mathematics to topography, but the variation is possible in other areas. I had the opportunity to take over the operation software designed for a bank that I had helped develop. Therefore, I decided to create my own structure, and to do mathematics applied to finance. Being successful in this business is above all having a good sense of customer needs.

Can you define the activity of Kee System?

It is a company specializing in financial technologies. Since 2009, our mission has been to simplify and improve the daily life of private management professionals. We help independent wealth managers and Family Offices increase their impact in terms of services, profitability and business development through our award-winning portfolio management solution, KeeSense. Our customers thus gain access to an enhanced version of their business, reducing and mastering the challenges and constraints of the financial industry. I like to say that we have created a "circle of augmented independent managers"!

KeeSystem was therefore launched in Monaco

Yes, because I live there, and this is where I had my first client, Julius Baer Bank. Since then, we have continued to develop software for our customers. We have a structure in Switzerland; we support not only banks but also Family Offices, Multi-Family Offices, asset managers, management companies, with a lot of pragmatism. I built myself together with the company, I grew up with it. Our goal is to save our clients time, to help them be more efficient, to focus on their core business.



"Relationships will inevitably become more and more digital, which is pushing many companies to go paperless."

What are the factors that made you evolve?

The evolution of the financial industry towards ever greater transparency and control. It is heavy for the small structures, which need to be helped. The technological maturity of our customers, and their evolution towards hyper-digitalization. Finally, our market experience, which allows us to build tailor-made products matching customer needs.

Will your profession undergo “post-Covid” changes?

What will change is our clients' relationship with theirs. Relationships will inevitably become more and more digital, which is pushing many companies to go paperless.

Business leaders will need to keep in touch with their teams, despite working in isolation. It will not necessarily be simple, companies will have to be agile and have more decision-making tools available.

As far as finance players are concerned, security, while employees are teleworking, poses a real problem. You cannot really tell, even with a camera, who is behind a computer. On the other hand, we can think about which access to give, and to whom, which clearly reduces the risks.