



## Press Cutting

### Euro Movers: DC Advisory Hires Wieczorek to Launch Secondaries Offering

16/09/2022

Jonathan Braude, The Deal

---

Michael Wieczorek, who has joined DC Advisory as a managing director in London, will be launching the international investment bank's first GP secondaries offering, advising the firm's core mid-market private equity clients on effective ways to extend the lives of their most valuable investments.

He brings years of experience and expertise in a fast growing market segment that last year alone saw private equity general partners generate deals worth more than \$60 billion.

It wasn't always obvious that Wieczorek would end up as a private equity adviser.

At start of his career, based in London on HSBC Holdings plc's graduate program, he was told his next rotation would be to the Middle East. The posting was to a place that, to the New Yorker's ear, sounded like Amman.

"I got really excited and called my parents and told them I was going to Jordan," he said. "Then the letter came and I saw it was Oman."

He was disappointed, but it turned out to be a blessing in disguise; and the start of a 20-year trajectory that led eventually to his specialty today.

The Sultanate of Oman is very much part of the history of HSBC, a legacy of the old British Bank of the Middle East. He was part of a group of five expatriates, each with different roles, but whose underlying job was to manage the royal accounts. He ended up working on Gulf state's first asset-backed lending products.

Then, after being "teleported" to HSBC's Hong Kong heartland to focus on market access products across Asia for clients such as Northern Trust Corp. (NTRS) and UBS AG the next move was to Macquarie Group in Singapore as a director in institutional equity sales.

To some extent, said Wieczorek, all that experience was "directly related and intertwined." Even at Macquarie, selling a product that was more public markets focused, he worked with with a number of private equity sponsors on their liquidity solutions for listed assets or for assets that they were exiting and taking public.

But it was in 2016, during a relatively short stint at secondaries advisory firm and placement agent Cebile Capital, and then a much longer sojourn at private equity advisory boutique Elm Capital Associates Ltd., that the Georgetown University and Trinity College, Oxford alumnus really found his niche, advising financial sponsors on the many ways to "develop the story around their assets."

What attracted him to DC Advisory, he said, was its international franchise, its very strong and active advisory platform and the opportunity to bring his own expertise to bear by creating a capability for the bank in providing bespoke solutions for private equity secondaries.

He could be developing continuity vehicles for single assets, bringing in new investors for existing funds through strip sales, or providing limited partners with the choice to sell or reinvest. But in each case his role is to expand DC's sponsor advisory toolkit in a segment that, for many well established and sophisticated mid-market clients, is still a relatively new game.

"That's what really brought me to the private markets," he said. "I saw more of a scope to expand and to be a true adviser, versus simply a banker that just can execute a transaction in the market."



"I think the real value you garner as an adviser, and what, at the end of the day, justifies your fees, is the ability to provide advice, and not just execute."