



**Serge Devieux, IFC, Regional Industry Director, Financial Markets Asia, based in Hong Kong**

Serge joined IFC in 2000, processing successful microfinance and banking investments in the Capital Markets Division of the Latin American and Caribbean Department (LAC). Subsequently, as the Portfolio Manager for LAC Financial Markets in 2002-2004, he managed the growing FM portfolio in LAC and maintained key client relationships with a highly decentralized team while based in Rio de Janeiro, Brazil. From 2004 to 2006, he led IFC's business developments and client services in the Andean Region as the Country Manager based in Bogota, Colombia, where he oversaw the expansion of IFC's footprint in the region. Back in DC in 2006 as FM Sector Manager, Serge presided over a five-fold development of the annual FM program in LAC in the following three years. Since the fall of 2008, he is part of the East Asia Pacific Leadership team based in Hong Kong, where he has been ramping up the FM investments for IFC's account as well as the IFC Capitalization Fund's account.

Prior to joining IFC, Serge pursued an extensive career in engineering and finance in Haiti, that culminated in the position of CEO of Unibank, a leading bank in Haiti.

He holds a Master of Engineering degree from Rensselaer Polytechnic Institute and an MBA from the Wharton School of Business, University of Pennsylvania.