

# Speaker Biography

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## **Sherry Madera**

Special Adviser for Asia,  
City of London

Sherry leads City of London's policy and trade & investment strategy for Asia. She works closely with HM Government and regulators and stakeholders in Financial and Professional services to create sustainable links with Asia including Greater China, India and Singapore. She engages with policy leads in foreign jurisdictions to promote and enhance London's position as a global financial capital.

Previously, as Minister-Counsellor and Director at the British Embassy in Beijing, Sherry was responsible for promoting trade and investment between the UK and China through her team based in cities throughout mainland China, Hong Kong and London. Her particular focus is on Financial and Business Services and the Technology sectors, as key industries of cross border growth. She played a leading role in the regular UK-China Economic and Financial Dialogues, and Prime Ministerial Summits, and the once in a decade President Xi's visit to the UK, and helps develop policy objectives as well as inward and outward investment opportunities between UK and China.

A regular speaker at industry events, and commentator in the press and TV, her opinions are often sought on topics as diverse as RMB Internationalisation, the progress of China's Free Trade Zones (FTZs), economic trends, innovation and technology trends, China growth and foreign direct investment.

Prior to working for the UK Government, Sherry was an investment banker specializing in public listings, venture capital and Mergers & Acquisitions with companies such as CIBC, Telia, China Mobile, Wireless Facilities, Global Crossing and IDG Ventures. She also was an entrepreneur who founded, built and exited several financial, technology, telecommunications, internet and travel industry startups including AwayPhone, Ionic Advisors and Luckywu.com.

Sherry has held several Executive and Non-Executive positions on Boards of companies in the UK, Ireland, USA, and Canada. She holds a BScH in Chemistry from Queen's University in Canada and is a CFA (Chartered Financial Analyst).