

## **SOTER ADVISORS ANNOUNCES OFFICIAL LAUNCH**

*New firm provides independent hedging and risk management advice*

NEW YORK - September 11, 2013 – Soter Advisors Ltd today announced it has commenced operations. The New York-based consulting firm was established with the aim of providing independent hedging and risk management advice to companies that are exposed to the global energy markets, such as those in the maritime, aviation, logistics, and oil and gas sectors. Soter Advisors is led by co-founders Christopher Cheetham and Tudor Moga who have deep expertise and relationships in all aspects of the commodity and risk management field and over 25 years of combined industry experience.

Soter Advisors' President and Co-Founder, Christopher Cheetham, said: "In recent years, geo-political events and financial crises have led to increased fuel and energy price volatility, and heightened business risk for companies that are exposed to the global energy markets. At the same time, companies are increasingly questioning the quality of the hedging advice they may receive from institutions that take the other side of their trades and therefore have an inherent conflict of interest. As a result, there is a growing demand for independent hedging and risk management advice to help companies manage their costs and business risk, and Soter Advisors was established to address that need."

He added, "Financial regulation and capital requirements have also changed the competitive landscape, reducing the ability of many institutions to provide bilateral hedging services. This shift has created opportunities for smaller, more nimble industry participants."

Mr. Cheetham has over a decade of trading, sales and consulting experience in the financial services and commodities sectors. He started his career in commercial banking at Barclays Bank PLC before moving on to operational and sales roles within the hedge fund industry. After successfully establishing a U.S. office for GlobeOp Markets Ltd in 2006, Christopher joined NYAM LLC, a New York-based commodities trading business, where he built and co-led the crude oil and refined products desk. Mr. Moga brings 15 years of technology and commodities experience to Soter Advisors. He started his career as a software engineer, then moved to NYAM LLC in 2005, where he was responsible for designing and building the firm's proprietary trading and risk management software. After trading soft commodities and currencies, he ultimately moved to co-lead the crude oil and refined products desk, focusing on algorithmic and electronic trading.

### **About Soter Advisors Ltd**

Soter Advisors is a New York-based consulting firm that provides independent commodity hedging and risk management advice to companies in the maritime, aviation, logistics, and oil and gas sectors. Soter Advisors enables its clients to drive performance by building solutions to help them manage commodity risks and control costs, allowing them to focus their energies on their core business. Visit [www.soteradvisors.com](http://www.soteradvisors.com) for more information and connect with our experts at [www.linkedin.com/company/soter-advisors-ltd](http://www.linkedin.com/company/soter-advisors-ltd) and [www.twitter.com/SoterAdvisors](http://www.twitter.com/SoterAdvisors).

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