



WILLIAM C. KUGLER

MANAGING DIRECTOR

EXPERTISE

- ✓ Market Risk
- ✓ Liquidity Risk
- ✓ Counterparty Risk
- ✓ Stress Testing
- ✓ Fixed Income
- ✓ FX and Commodities

EDUCATION

Carnegie Mellon University
M.B.A., Finance

Rensselaer Polytechnic Institute (RPI)
B.S., Mathematics, Minor in Economics

EMPLOYMENT HISTORY

SEDA Experts
Managing Director
2023-Current

Capital One Financial Corp.
Chief Market and Liquidity Risk Officer
2012-2022

KeyBank
Chief Market Risk Officer
2010-2012

Société Générale
Head of Market Risk, Newedge Group
2008-2010

J.P. Morgan
Fixed Income, Commodities, FX Product
Manager
2006-2008

Chief Risk Officer, JPMorgan Startup
Broker/Dealer
2004-2006

Fixed Income Trader
2000-2004

Market Risk Manager, Fixed Income and Traded
Credit Products
1997-2000

UBS
Americas Derivatives Risk Manager, Fixed
Income and Credit Derivatives
1996-1997

Citibank, N.A.
Assistant Vice President, Business Analyst for
Foreign Exchange and Commodities
1994-1996

Bill is an experienced Financial Risk, Capital Markets and Risk Transformation Executive most recently with Capital One from 2012 to 2022 where he was the Chief Market & Liquidity Officer and established the risk management functions for Market, Liquidity and Counterparty Credit. In this role, he was responsible for risk oversight of the firm's Capital Markets Trading, Interest Rate, Foreign Exchange, Investment Portfolio and Liquidity Risk positioning and hedging programs.

Since joining Capital One, he helped establish the Capital Risk Oversight function and co-led Capital Risk and Bank Stress Testing. Regularly engaging with regulatory bodies, Bill served as Compliance Officer for Treasury and Trading and led the firm's regulatory engagement.

Prior to joining Capital One, Bill was Chief Market Risk Officer at KeyBank where he built the Market Risk, Liquidity Risk, and Counterparty Credit teams. In this capacity, he implemented a risk framework for monitoring risk activities, escalation, and communication points to ensure transparency in the risk-taking in Trading and Treasury Balance Sheet Management hedging units.

Bill worked for 11 years for JPMorgan in its Market Risk Management and Fixed Income Trading divisions. He has held various risk and trading positions at JPMorgan and Citi within Risk, Fixed Income Trading, and Prime Brokerage. Before working in banking, Bill served as a U.S. Naval Officer in Asia and the Middle East.

Bill has an M.B.A. in Finance from Carnegie Mellon University's Tepper School of Management, a B.S. in Mathematics & Economics from Rensselaer Polytechnic Institute, and a Financial Risk Management (FRM) Certification.