



60-SECONDS WITH:

FIONA NOON CLIENT SERVICES DIRECTOR EQUIOM



- Q** What do you like most about your job?
- A** The variety – no two days are the same and you are constantly learning and developing your knowledge. I also get to work with some amazing people both colleagues and clients alike.
- Q** What would you be doing if you weren't in this profession?
- A** Running a coffee shop with my daughter who makes the most amazing cakes. She has recently graduated as a children's nurse though and is at the start of her career so I don't think she is quite ready for the change yet.
- Q** What's the strangest, most exciting thing you have done in your career?
- A** I have had so many exciting opportunities, but the standout has to be my involvement in the successful implementation of Dubai International Finance Centre Employee Workplace Savings plan (DEWS), a progressive end-of-service benefits plan introduced to transform end-of-service benefits (EOSB) for DIFC employees. From our initial pitch to become Trustee, to the roll out of the plan, it's been incredible to be a part of and I was lucky enough to spend 4 weeks in Dubai working alongside our DEWS partners Zurich and Mercer which was just a fantastic experience.

- Q** What has been the best piece of advice you have been given in your career?
- A** Be prepared. Failing to prepare is preparing to fail.
- Q** What is the most significant trend in your practice today?
- A** ESG is very topical. As Trustees we are the guardians of assets, and our job is to protect those assets for future generations. We are constantly looking to the future and responsible investing is at the forefront of our minds.
- Sanctions are also a current hot topic. With the ongoing situation in Ukraine, we are continuously monitoring sanctions and undertaking closer scrutiny of all financial transactions to ensure we know who we are dealing with and that we do not breach any laws.
- Q** What personality trait do you most attribute to your success?
- A** Resilience and loyalty. Don't give up when the going gets tough. The tough days make you stronger.
- Q** Who has been your biggest role model in the industry?
- A** Too many to mention. I have been lucky to have worked with some fantastic role models both male and female during my career.
- Q** What is something you think everyone should do at least once in their lives?
- A** Run a marathon. I completed the Dublin marathon in 2016 and if I

can do it, anyone can. As much as I hated it at the time, the sense of achievement at the finish was incredible.

- Q** What is the one thing you could not live without?
- A** Family – they love you unconditionally.
- Q** What is a book you think everyone should read and why?
- A** I am more of a chick lit or fiction reader than anything serious. I want to switch off when I read, not read something intense.
- Q** What would be your superpower and why?
- A** Healing powers. I know so many people who are going through a tough time currently whether it be health, experiencing loss or mental health. More selfishly it would also mean I could heal my aching joints as I get older...
- Q** What are you most looking forward to this year?
- A** Travel now the world is opening up. In 2019 I always said I would go back to Dubai with my husband and daughters and explore all the tourist attractions. This is now booked for October, and I look forward to making more memories with them.

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