FX Salesperson: Jack of All Trades or Master of One?

October 6, 2015

Executive Summary:

The role of the FX salesperson is not what it used to be. Electronic trading continues to grow, while regulatory scrutiny limits what salespeople can and will tell their clients. The combination has driven desk heads to think long and hard about how they fill these seats and how best to cover clients to ensure the order flow remains captive.

Methodology:

Between September and November of 2014, Greenwich Associates conducted in-person and telephone interviews with 2,645 users of foreign exchange at large corporations and financial institutions in the Americas, Europe and Asia.

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