

Vote Michael Mainelli for Alderman of Broad Street

Aldermen and Common Councilmen are the unpaid volunteers who keep our community working. In tough times for the City, with fierce international competition among financial centres, increasing unemployment in financial services, more regulation, rising costs and tight budgets, these volunteers are vital. As the creator of the Global Financial Centres Index I know what makes cities work. Together we can make a success of our neighbourhood with a manifesto of:



- ◆ **safe streets** – traditional policing, crime prevention, refuse collection, lighting, sensible licensing and traffic enforcement;
- ◆ **modern infrastructure** – water, electricity, ICT, and transportation links with robust defences against environmental damage and terrorism;
- ◆ **vibrant economy** – fostering new and old businesses by setting policy and regulation that encourage new markets in the City and future success for the 300,000 of us already working here;
- ◆ **community spirit** – ensuring excellent services for those in need while enhancing intellectual and cultural life;
- ◆ **competitive attractiveness** – lobbying central government on better policies for education, taxation and business, as well as promotion, to keep the City foremost in global finance, technology and media.

My campaign motto highlights the City's brainpower, attractions and traditional freedoms - "Bright Lights, Better City". I am honoured to have the support of our retiring Alderman and former Lord Mayor, Sir David Lewis, and our three Common Councilmen, John Bennett, John Scott JP and Chris Hayward.

Please give me, Michael Mainelli, your vote by postal ballot or by voting in person on Thursday, 4 July 2013, at Carpenters Hall, 1 Throgmorton Avenue, EC2N 2JJ from 08:00 to 20:00. I walk through the Ward every day to and from work and would be delighted to discuss Ward business. Contact me by telephone 020 7562-9562, or via email michael_mainelli@zyen.com, or by post to Z/Yen Group, 90 Basinghall Street, London EC2V 5AY. For more campaign details see www.mainelli.org.

Professor Michael Mainelli FCCA FCSI FBCS



Educated at Harvard University and Trinity College Dublin, Michael gained his PhD at London School of Economics where he was also a Visiting Professor. Originally a research scientist in aerospace and mapping, later an accountancy firm partner with Binder Hamlyn, in 1994 he co-founded Z/Yen, the City of London's leading commercial think-tank and venture firm, to promote societal advance through better finance and technology. His clients include numerous financial firms. Michael is non-executive Director of AIM-listed Sirius Minerals plc, AIM-listed Wishbone Gold plc, and the United Kingdom Accreditation Service overseeing UK laboratories and quality standards. During the 1990s he worked for the UK Ministry of Defence as Corporate Development Director for the Defence Evaluation & Research Agency.

In 2005 Michael initiated the London Accord, an agreement among 50 investment research teams to work together on environmental, social and governance issues, which includes Ward firms such as Canaccord Genuity and Deutsche Bank. He and Z/Yen created the renowned benchmark for cities, in which London leads, the Global Financial Centres Index. Michael's civic work includes serving as Emeritus Professor of Commerce, Fellow & Trustee at Gresham College – the City's 'Tudor Open University'; Almoner (governor) for Christ's Hospital – the City's charitable boarding school; Advisory Council Member for the City of London Festival; London Waterways Commissioner ; and advising several other charities such as IFAW and Sea-Change Sailing Trust. Michael was British Computer Society Director of the Year in 2005.

Michael is a Liveryman, Worshipful Company of World Traders, Freeman, Watermen & Lightermen, and represents the Financial Services Group of Livery Companies. His third book, based on his Gresham College lectures from 2005 to 2009, co-authored with Ian Harris, *The Price of Fish: A New Approach to Wicked Economics and Better Decisions*, won the 2012 Independent Publisher Book Awards Finance, Investment & Economics Gold Prize. With an international family, Michael speaks English, German, French and Italian poorly, but even worse Chinese. With his wife Elisabeth, he races and restores the Thames Sailing Barge *Lady Daphne*. Michael is a proud member of the Broad Street Ward Club and a former Chairman (2004-2005).