

# Chris Andrews

**CEO, La Trobe Financial**

As the Australian alternative asset management firm accelerates its push into the US market, Chris Andrews explains why trust is the number-one quality he instills in his workforce of 550.



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**What’s the biggest challenge for your industry right now – and how are you tackling it?**

Cybersecurity. Our team has to get it right all day, every day, whereas the threat actors need to get lucky only once. We’re investing heavily in our people and tools for cyber resilience. At a higher level, it’s about managing the extraordinary pace of change in the financial services sector – the effects of technology, AI and the rise of passive investments. Our best response is to double down on our close relationships with customers and partners and evolve our business with their needs in mind. Having \$20 billion in assets under management gives us the capacity to make meaningful investments, evolve new product capabilities and invest in technology.

**What’s the biggest opportunity?**

We operate in a deep, well-regulated market in one of the world’s wealthiest economies. That means the quality of

assets we can bring into the business is very strong – and that drives the performance for investors.

**Which initiative do you plan to supercharge in 2025?**

This year, we launched the La Trobe US Private Credit Fund, in partnership with Morgan Stanley, to American mid-market companies with low cyclical characteristics. They’re not in boom-bust industries – they’re very stable and reliable. It’s a wonderful investment thematic for investors approaching or in retirement and it has \$200 million in assets under management. We want to grow that strategy – and we have two or three more in the pipeline – without taking our eye off our existing offerings.

**What makes you most proud of your company?**

In financial services, fundamentally, you’re in the trust game so the highest standards of integrity are essential. I genuinely believe we have the best team – they are high intellect, low ego and ultra committed. We’ll help them build a meaningful career here, where they know they’ve made a difference. We have 100,000 investors – most of whom are approaching or are in retirement – who have entrusted their savings to us. They built this country and are relying on us to give them high-quality investment offerings. Meanwhile, our 30,000 borrowers are at the beginning of that cycle, investing in building their life, whether that’s buying a house or starting a business – and it’s exciting to be part of that journey with them.



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