



Waystone appoints new Country Head for Hong Kong to drive regional growth

March 12, 2025

Waystone, a leading provider of specialist services to the global asset management industry, today announces the appointment of Elaine Chow as its new Country Head for Hong Kong.

Since joining in 2011, when Waystone's Hong Kong operations first launched, Elaine has played a vital role in shaping its presence in the region, holding numerous leadership positions across operations, client relationship management and business development.

In her new role, Elaine will lead efforts to expand Waystone's regional footprint, collaborating closely with product teams to drive business growth. Her appointment follows the recent launch of our Compliance Solutions in Hong Kong, where she will play a pivotal role in building out this new offering for clients and support them in navigating the ever-evolving regulatory landscape.

Elaine has spent over 15 years of her career in finance, compliance and the investment funds industry, and brings with her a wealth of experience serving Asia based hedge funds, private equity and venture capital firms across multiple jurisdictions.

It's an exciting time for Waystone Hong Kong, having experienced significant growth in recent years through the global offering of its fund governance solutions, and now expanding its product suite to bring advisor compliance solutions to this market.

Commenting on her appointment, [Elaine Chow](#), Country Head for Hong Kong, said: *"I am excited to take on the leadership of our Hong Kong business operations and contribute to the next phase of Waystone's growth journey. With the support of our exceptional and expanding Hong Kong team, we are committed to delivering exceptional services to our valued clients through our comprehensive product offerings and further strengthening our presence in the region by leveraging our extensive global reach. Together, we will confidently navigate the complexities of the market and embrace the immense growth opportunities that lie ahead."*

[Pervaiz Panjwani](#), Chief Product Officer at Waystone commented: *"The appointment of Elaine as Country Head marks another important stage of our expansion journey in the region and follows our latest news of the launch of our Compliance Solutions. Since joining the business in 2011, Elaine has been a core part of Waystone's growth in the region, and her proven track record, wealth of experience, and industry knowledge make her the perfect leader for driving forward our Hong Kong operations and regional expansion. As Hong Kong remains a strategic hub for Waystone and a gateway to China, Elaine's leadership will be instrumental in unlocking growth opportunities for both Waystone and our clients."*

About Waystone

Waystone is a leading provider of institutional governance, administration, risk and compliance services to the asset management industry. Partnering with institutional investors, investment funds and asset managers, Waystone builds, supports and protects investment structures and strategies worldwide.

With over 20 years' experience and a comprehensive range of specialist services to its name, Waystone provides its clients with the guidance and tools to allow them to focus on managing their investment goals with confidence.

For More Information

Waystone press contact:

Lizzie Murray, Vested

waystone@fullyvested.com

[Contact Us →](#)