



## KEITH STRONG

Partner

“Compound interest is the eighth wonder of the world. He who understands it, earns it. He who doesn't, pays it.”

- Albert Einstein

### PROFESSIONAL ACHIEVEMENTS

| Dublin Institute of Technology- Computer Science

Keith Strong is a Partner and Financial Adviser at Austen Morris Associates, with a career spanning nearly two decades across multiple international markets. He joined the group in 2005 as a Business Development Consultant and quickly distinguished himself through exceptional discipline, drive, and performance—qualities that have consistently defined his professional journey.

Keith has lived and worked in four countries during his time with the AMA Group, building and managing a diverse global client base across complex cross-border environments. His progression through the business reflects a deep commitment to accountability, long-term thinking, and continuous improvement, embodying Austen Morris Associates' culture of merit-based growth and opportunity.

Now a Partner, Keith advises high-net-worth and internationally mobile clients on wealth management, retirement planning, and bespoke investment solutions. He is known for his analytical, data-driven investment approach, extensive market knowledge, and ability to adapt strategies to meet each client's evolving objectives—qualities that have earned him long-standing trust across both corporate and private clients.

In addition to his advisory role, Keith is a valued member of the AMA Global Investment Committee, where his insight, logic-based thinking, and global perspective contribute meaningfully to investment strategy and governance across the group. Widely respected for his reliability, integrity, and leadership, Keith continues to play a key role in the long-term success of both his clients and the Austen Morris Associates Group.

### AREAS OF SPECIALIST FOCUS

- | Sophisticated solutions for professional investors
- | Executive and Board level investment structuring
- | Global Portfolio Structuring and Management
- | Discretionary Trust Setup and Management
- | Offshore company structuring - GIB | MAU | Malta | Other

### PRIVATE WEALTH MANAGEMENT

- | Retirement Modelling & Planning
- | Estate Planning & Fiduciary Review
- | Quantitative Portfolio & Fund Analytics
- | International Tertiary Education Planning
- | Direct International Property Investments
- | UK & US Pension Planning & Transfers
- | Portfolio Gearing & Sophisticated Investments
- | Mutual Funds & Exchange Traded Funds
- | Direct Share Investments
- | Investment Bank Products
- | Employee Benefit Schemes
- | Business Assurance
- | Health Care

## KEITH STRONG

Associate Partner

### REFERENCES AND TESTIMONIALS

#### Austen Morris Associates - Stability and professionalism

"In our new business process, we are rigorous in terms of the advisory organisations that we wish to undertake business with. We consider AMA to be the leading advisory group in South Africa and China, driven by individuals, who have an outstanding attention to detail and a real passion for delivering positive client outcomes. In an industry, which has become increasingly fragmented, the level of stability and professionalism within their senior team makes it easy for us to deal with, in an ever-changing international pensions landscape. We have always found AMA's team to be at the forefront of adapting to these changes."

Stewart Davies - CEO at Momentum Pensions

"I have been very pleased with the growth in my portfolio since Keith has taken over managing it. I have also found Keith to be very approachable, and his responses to the many questions and concerns I have raised, regarding my portfolio and the state of the markets, have been extremely insightful."

Shane Morton - Lead Software Engineer at Nasdaq

#### Austen Morris Associates - Extensive market knowledge

"I have been within the Financial Services industry for over 25 years and have known Mr. Keith Strong for over 10 of those years. Keith's attributes are vast - He is one of the best Financial Consultants that I have had the pleasure of working with, a highly intelligent and logical Consultant with an extensive market knowledge spread across the entire financial spectrum. Keith is a superb sounding board and problem solver on a corporate level, but above all else is a loyal and honest Consultant and Technical Manager. I have and will continue to recommend Keith to corporate and individual clients".

Greg Morris -Founding Senior Partner at Austen Morris Associates

"I met Keith in 2016 following the recommendation of one of his Clients in Shanghai and he has been my wealth management consultant since then. What I appreciate the most about Keith is the ability to adjust his recommendations based on my own thinking and responses, the facts-and-data based advices and his timely insights. Moreover, his responsiveness and availability, whatever location he might be, are a precious plus in these times."

Pierluigi Gorgoretti -General Manager China Fameccanica Group