



**The Quoted  
Companies Alliance**

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**1 July 2009**

***Growth Company Investor  
QCA campaigner retires***

John Pierce, the consumer goods company boss who became chief executive of the Quoted Companies Alliance ten years ago, retires next month after an 'enormously satisfying' decade championing the interests of smaller listed companies. Having started out at the QCA with 'just me and a personal assistant', he says he is 'very pleased' with what he has helped the organisation achieve, especially in resisting the imposition of the European Union's Prospectus Directive and proposed requirement for quarterly reporting on the smaller company sector.

Pierce, who will have turned 66 when he quits his QCA post, recalls building up the alliance's technical committees and identifying crucial issues for smaller quoted companies as part of his contribution to building up the organisation's credibility. On corporate governance, he initiated the alliance's successful campaign to exempt companies outside the FTSE 350 Index from the Higgs Report obligation to have the same number of non-executive as executive directors and to have a non-executive chairman.

Arguing that the EU Commission was seeking to emulate some of the more heavy-handed features of US financial regulation, Pierce is pleased a more realistic approach seems to have prevailed so far in the UK. For himself, he is now considering one or two possible non-executive posts and is 'very keen' on the idea of helping the Prince's Trust's executive mentoring scheme.