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- **MARKETING**

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## **Investor Gatekeepers Advise Emerging Managers on How to Stand Out When Pitching and Marketing Their Funds**

As emerging managers pitch their funds to investment committees, they must be fully aware of how the competitive marketing environment has increased the need for them to distinguish themselves from competitors. See [“Marketing and Reporting Considerations for Emerging Hedge Fund Managers”](#) (Jun. 16, 2016); and [“How Can Emerging Managers Raise Institutional Capital While Avoiding Regulatory Pitfalls?”](#) (Aug. 22, 2013). Part of this process includes having a nuanced grasp of the criteria – e.g., their track record, pitchbook length and pedigree – investment committees will consider before ultimately selecting or rejecting them. Further, it is vital for managers to remember that the industry is driven by interpersonal relations and that poor first impressions can doom a fund’s prospects. These were among the points discussed during a panel at the Hedge Fund Association’s (HFA) recent Hedgeopolis New York Conference. Moderated by Holly Singer, president of HS Marketing, LLC, the panel featured Meredith Jones, partner and head of emerging manager research for Aon Hewitt Investment Consulting; Sean Cover, director of treasury and investment operations for the Wildlife Conservation Society; and Thomas Pacilio, senior director of RSM U.S. Wealth Management. This article presents the key points communicated by the panelists. For additional coverage of the HFA conference, see [“U.S., U.K. and Cayman Regulators Address Upcoming Areas of Focus, Passporting Concerns and Intra-Agency Collaboration”](#) (Nov. 17, 2016). For insight from another HFA panel, see [“Procedures for Hedge Fund Managers to Safeguard Trade Secrets From Rogue Employees”](#) (Jul. 21, 2016). **Read full article ...**

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