

# Client Engagements

June 2011

**We partner with investment management firms—large and small—with a diverse range of offerings to enhance sales growth and retention through people, product and process improvements.**

## **MARKETING STRATEGY**

- ▶ Determined marketing and sales strategies for top-quartile U.S. small-cap manager, including development of new presentation materials, and advised on internal staffing and external positioning. New assets rose over 15% within first two months, with goal of doubling assets within a year.
- ▶ Developed marketing plan for alternative fund, including firm's brand awareness and fund-specific sales targeting approaches.
- ▶ Created comprehensive marketing plan for top-10 benefit consulting firm.

## **MARKET EXPANSION**

- ▶ Formulated marketing strategy for division of major insurance company that assumes corporate pension plans' retirement liabilities to lessen risks of defined benefit plan sponsors. Company subsequently executed first-of-its-kind transaction in the United States.
- ▶ Assessed marketplace demand for major insurer's real estate-related investment products.

## **SALES AND CLIENT RETENTION**

- ▶ Serving as interim head of sales at investment management firm, while assisting in search for a permanent hire and advising on firm wide strategic matters.
- ▶ Identified drivers of disappointing sales growth at multi-billion dollar fixed-income manager, and recommended firm wide solutions, as well as specific directives for the marketing and sales departments.
- ▶ Restructured current sales personnel compensation plan at mid-sized institutional money manager.

## **INSURANCE ASSET MANAGEMENT**

- ▶ Developed strategy for large manager to enter the insurance asset management business based on comprehensive analysis of the organization and the insurance marketplace.
- ▶ Evaluated organizational readiness of fixed-income oriented investment manager to enter the insurance marketplace, as well as the market for their services, and recommended entry and targeting strategies.

## **EXECUTIVE DEVELOPMENT**

- ▶ Provided one-to-one executive sales coaching for investment firm's head of sales.

## **ORGANIZATIONAL STRUCTURE**

- ▶ Rebuilt institutional distribution team and approach for \$50 billion global equity manager, and made recommendations for structure and staffing; currently assisting with implementation.

## **INVESTMENT RELATED**

- ▶ Recommended plan for major bank to assemble a team to monitor U.S. equity performance dispersion, and determined competitive compensation structure for portfolio managers.

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