

## Former TIAA-CREF Biz Development Head Launches Firm

Jeffrey Margolis, former head of business development at TIAA-CREF, has launched a new management consulting business focused on assisting investment managers with growing and retaining their client base.

Margolis said he launched the firm, Margolis Advisory Group, in November after realizing there was a broad spectrum of firms offering services from the most granular to the most strategic, yet few in between.

"I think there is a gap in the middle and that is what I'm trying to fill," he said, explaining that he can offer firms of all sizes services ranging from a full review of the firm's sales functions and ability to execute plans to specific issues such as how to penetrate a particular market to providing outsourced marketing and sales services.

Margolis left TIAA-CREF in August after spending about four years at the firm, first focusing on growing the firm's institutional investment management business before seeing his role expanded to lead business development across all distribution channels.

"I thought at this stage, I really wanted to use the

experience I had and my expertise to do something on my own," he said.

He has also written a white paper, *Tackling Investment Firm Challenges: Successful Execution of Strategies and Plans*, which is available on his Web site ([www.margolisadvisory.com](http://www.margolisadvisory.com)).

Margolis is currently in talks with several firms and is looking for both project-based and retainer clients. "I think my positioning is unique," he said.

He said he is also interested in providing clients with a general contractor-type service that includes providing access to firms specializing in particular areas of marketing, such as database and RFP services, as well as specialized third-party marketing in niche areas.

"If you think about what firms are going through right now, they've cut a lot of staff," he said, adding that as the market turns, some firms may not be able to capitalize on growth opportunities because of the reduction of internal resources," he said.

Margolis said specialty service firms, as well as interested investment firms, can contact him at [jeff@margolisadvisory.com](mailto:jeff@margolisadvisory.com).