

Hedge Fund ALERT

www.HFAlert.com

Search Firm Links Up With Context

Context Capital has purchased a minority stake in **Jensen Partners**, an executive-search firm that places marketing professionals at alternative-investment shops.

Jensen, led by founder **Sasha Jensen**, now goes by the name Context Jensen Partners. With the infusion, the operation plans to expand its staff to 20 people from the current 16 — already the largest with a focus on marketers of private funds.

Most of the new recruits would be researchers. Context Jensen's staff is spread between its New York headquarters and an outpost in London. "Our candidates have helped our clients raise billions of dollars," Jensen said.

Context Capital, which specializes in supplying seed capital to fund managers, is treating its stake in Context Jensen as a long-term proprietary holding. Context chief executive **Ron Biscardi** said the deal complements his Bala Cynwyd, Pa., firm's 2013 backing of a conference business that spun off from **AlphaMetrix**.

That operation is now called Context Summits. Its main event, "Context Summits Miami," ranks among the largest gatherings of hedge fund professionals. The next edition is scheduled for Feb. 3-5 at the Fontainebleau hotel in Miami Beach. "We've been thinking about what other businesses we can put in place that would be complementary to the conference business," Biscardi said, adding that Context continues to consider opportunities to back other service providers in the hedge fund industry.

Sasha Jensen formed her firm in 2011. As part of her efforts to identify strong employment candidates, she has developed a database containing the work histories of some 8,000 sales executives at hedge fund operators and prime brokers — drawing in part on input from investors on those individuals' approaches and how much capital they've raised.

Jensen uses that information to create dossiers on specific firms and marketers, and distributes updates to clients monthly. "She has an incredibly detailed understanding of how firms



are structured, and where are the high-performing marketers," Biscardi said.

The deal additionally positions Context Jensen to work with Context Capital's affiliated fund operators. They include alternative mutual fund manager Context Asset Management, hedge fund specialist Context BH Capital and a series of joint ventures with real estate firm **Titan Capital**. ❖