

Hedge Fund Marketer Movement Spikes in Q1

By Rachael Levy May 4, 2016

The number of hedge fund marketers in new roles is up dramatically as hedge funds hustle to hire top talent, according to a report from executive recruitment firm **Context Jensen Partners**.

One hundred and twenty marketers found new jobs in the first quarter compared to 64 for the same period last year, the firm's data shows. Context Jensen tracked moves across the industry, not just those placed by the firm.

Hedge funds have seen a slew of big-name moves in recent months, including **Gareth Henry**, who joined **Angelo, Gordon & Co.** after leaving Fortress Investment Group's liquid markets business, where he headed global investor relations. **Garrett Berg**, who worked at the now-shuttered **BlueCrest Capital Management** for seven years, joined **Hoplite Capital Management** earlier this year, according to a LinkedIn profile. And \$22 billion **BlueMountain Capital Management** created a new business development role for the West Coast last year, hiring **Summer Jarratt** from the \$2 billion hedge fund **Empyrean Capital Partners**, as reported.



“The fact that these brand name firms are hiring these brand name marketers at no small price is an acknowledgement of how important the role has become,” says **Sasha Jensen**, founder and CEO of Context Jensen.

“Marketing, every year, is taking more of a front office role,” Jensen adds. “[P]eople are looking to retain assets.”

In total, Jensen’s firm saw 838 alts marketing moves last year, a “significant increase from 2014,” according to a newsletter the firm is introducing later this week. That figure includes private equity moves.

Smaller hedge funds are also reaching out to find better marketing talent, Jensen says. In the last year, hedge funds in the \$160 million to \$170 million range have started paying her firm retainers to source marketers. “It’s very unusual. Usually it’s [funds] over \$1 billion,” she says.

The strong demand for top marketers is widespread, says **Richard Risch**, CEO of **Risch Group Executive Search**.

“Unless it’s a closed shop, everyone is trying to raise money,” he says. “Most of the industry is made up of small managers, and they’re trying to bring in assets.”

Hedge funds have faced performance turmoil of late, which may be convincing some firms to up the ante in searches for better talent, Risch says.

“They might be saying, ‘Let’s find someone who can help us,’” he says.

As a whole, the industry has struggled on flows and performance in recent months. Investors pulled a net \$14.4 billion from hedge funds in the first quarter, according to eVestment, and many of those institutions have cited underperformance. Hedge fund returns fell 0.41% this year through March, continuing their decline of 2.2% last year, the data tracker says.

FundFire is a copyrighted publication. FundFire has agreed to make available its content for the sole use of the employees of the subscriber company. Accordingly, it is a violation of the copyright law for anyone to duplicate the content of FundFire for the use of any person, other than the employees of the subscriber company.

An Information Service of Money-Media, a Financial Times Company