



Data-centric approach elevates executive search

Mon, 18/11/2019 - 12:31

Tags : Awards Services

Jensen Partners: Best Recruitment Company for Investor Relations & Asset Raising – Due to its intense, long-standing focus on data, Jensen Partners has a one-of-a-kind model when it comes to executive search. By combining both quantitative and qualitative data-centric approaches, Jensen Partners is able to generate a wealth of information that can be used to assist the firm’s clients with raising capital by identifying and securing the ideal human capital.

The hiring landscape is very competitive. As hiring trends shift, Sasha Jensen, founder and CEO of Jensen Partners, says the firm is aware it has to work hard to source the best candidates possible. The increased competition is also a driver for the firm’s recent focus on diversity.

In 2019, Jensen Partners became the first executive search firm to track the hiring of diverse marketing candidates in the alternative investment space. The work it is doing in this space can help ensure different groups are better represented in the PE arena.

Jensen comments: “We tracked the movement of nearly 300 diverse marketers across the alternative investment landscape through the first half of 2019. We define “diverse” as non-male OR non-Caucasian. This gives us the breadth and depth of data necessary to understand how widespread the diversity issue is and which segments of the population are most under-represented in the industry.”

“We’re excited about this development and that we’re the first to do it. We don’t need stats to know that the alternative investment management industry has a diversity problem. However, the numbers certainly help to track developments and identify the areas where there is still more work to do. While there have been some signs of progress, at least in terms of increased awareness of the issue, our data shows that less than half of all marketing hires this year could be considered diverse.”

“Another trend we are keeping an eye on is the increased interest in ESG and impact investing,” Jensen remarks. “Several prominent PE firms have launched impact funds or expanded their

ESG capabilities in the last couple of years, and we foresee this trend continuing. This creates both an opportunity and a challenge for experienced marketing professionals, since the ESG/impact space requires such a unique skillset. We plan to begin tracking ESG-specific marketing hires and developing a shortlist of the best marketers in the space to stay on top of this trend.”

Jensen Partners is also working on developing a ranking of the best “rainmakers” in the private equity and private debt industries, which will help track stars in the industry and more clearly identify best practices.

The firm’s private equity clients have come to rely on Jensen Partners for everything from its data on marketing moves across the industry and intel on the major movers and shakers, to perspectives on the major trends and insights into fundraising best practices.

Since 2017, Jensen Partners has published a quarterly newsletter on data and trends across the alternative investment industry, which is made available to all of its PE clients. Jensen concludes: “Our PE clients are also welcome to leverage our extensive investor relationships by tapping into our global database of more than 10,000 expert alternative capital raisers, including professionals from private equity firms, private credit firms, hedge funds, multi-asset firms and real estate firms.”

Sasha Jensen
Founder & CEO, Jensen Partners

As CEO of Jensen Partners, Sasha Jensen leads a team of senior recruitment specialists and data scientists dedicated exclusively to the sourcing, recruitment and placement of capital raising professionals for leading alternative investment firms. Sasha works directly with CEOs, CIOs and CMOs to help build out specialised distribution teams for her clients, leveraging her firm’s proprietary 360° Investor Referencing™ Methodology to gain qualitative and quantitative insights about each candidate’s asset-raising capabilities and investor relationships.