

Hedge Fund **ALERT**

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Recruiter: Marketers Are on the Move

An executive-search firm specializing in marketers of alternative investments has detected a sharp increase in hedge fund hiring.

Context Jensen Partners, which maintains a database of more than 2,000 hires in the field, counts 120 job moves in the first quarter, in which a marketing, investor-relations or other client-facing professional moved either to or from a hedge fund firm. That's up from 64 in the first quarter of 2015.

The data suggest fund operators remain willing to invest in their marketing and investor-relations staffs during a period of weak performance and increasing investor skepticism about the value hedge funds offer. At the same time, marketers at struggling firms are jumping ship for better-paying positions at other shops.

"There's shifting and consolidation going on," said **Sasha Jensen**, who leads the New York recruiting firm. "It's a candidate's market for the right candidate."

Total headcount in the fund-marketing field remains roughly flat, suggesting about as many professionals have joined hedge fund firms as have left the industry. While there was a net decline of four marketing and sales positions in January and seven in February, the industry added 12 positions in March, according to Context Jensen's database. That's the biggest monthly increase since the firm began keeping track in 2013.

Among recent moves, **Alexa Auerbach** gave up a communications job at **Morningstar** for a marketing position at volatility specialist **LJM Partners**. **Christina Anzel** is now filling a senior investor-relations role at **White Oak Global**, following



about a year spent at **Ares Management**. And **Robert Malkani**, formerly of **Bridgewater Associates** and **Guggenheim Partners**, just joined **BlackRock** in a client-facing role. ❖