

Credit managers go shopping for marketers in fundraising spree

Credit hedge funds have endured a tough couple of years but buy-side firms are recruiting marketing executives for credit fundraising at a record pace.

Sasha Jensen According to Context Jensen Partners, a recruitment firm that specialises in placing fundraising professionals, 94 fund marketers joined credit managers in the first half of 2016, compared to 54 in the first six months of 2015. Context Jensen's chief executive officer, Sasha Jensen, says that this makes the credit market the most popular destination for fundraisers.

"A lot of managers have taken the view that we are nearing the end of a credit cycle and that investment opportunities will present themselves over the coming months."

New York-based Jensen acknowledges that the credit hedge fund space has been beset by redemptions. However, she indicates that managers are being proactive in their attempts to attract support from institutional investors.



Jensen: 'end of credit cycle'

"We have seen an evolution in the credit manager space where loss of AUM is actually spurring managers to put more resources into marketing," says Jensen.

Even those firms that have not been hit by redemption requests have sought to hire marketing professionals. For instance, Creditflux reported in July that US loan manager Mockingbird

Credit Partners had recruited Alexander Grause as its new head of business development. Also last month, officials at Oak Hill Advisors informed Creditflux that they were on the lookout for an experienced marketing official to join the firm's client coverage group in London.

Peter Shubotham, Dublin-based business development director at Swiss Capital, cautions that institutional investors need to be mindful of which funds they allocate to. "Fundraising is increasing but dry powder is quite large, so investors need to be careful in the coming period not to allocate to the wrong managers," he says.