

**Margolis Advisory Group provides active, hands-on consulting services in the areas of growth and management exclusively to investment management firms.**

## UNIQUE:

1. We provide active, **hands-on consulting services** in growth and management exclusively to investment management firms.
2. Clients benefit from **direct access solely to senior consultants working together on each assignment**, each with over 25 years' experience as senior level executives within investment firms. Having **raised billions of dollars and managed groups** from start-up business development functions to complete divisions, we understand the inner-workings and challenges of asset managers, as well as formulas for success.
3. We work closely with executive management teams and sales and marketing staff to **develop practical solutions** for growth, retention and overall firm management. Solutions are built directly from an organization's unique core competencies, culture and business objectives and can be leveraged into greater assets under management generating higher revenues.

## RESULTS-ORIENTED:

1. Develop strategic and tactical solutions to direct client retention and growth.
2. Improve sales expertise, functional integration and market opportunities based on each client's distinct operating model, culture and objectives.
3. Work directly with management teams to ensure effective implementation of projects and programs that result from the advisory relationship.

## FOCUSED:



## SAMPLE ENGAGEMENTS:

1. Successfully developed plan to raise small cap equity assets, then developed new presentation materials and advised on internal staffing and external positioning, leading to acceleration of assets under management.
2. Developed plan for major mutual fund family to increase institutional assets.
3. Turned around business development function, raising \$2 billion (50% starting AUM) in 1-1/2 years.
4. Identified drivers of disappointing sales growth at multi-billion dollar fixed income manager and recommended firm-wide solutions plus specific directives for marketing and sales.
5. Restructured sales personnel compensation at mid-sized institutional money manager.
6. Reshaped emerging manager platform's distribution structure and staffing for enhanced productivity and growth.
7. Recommended growth opportunities and critical steps for \$30 billion manager.
8. Advised alternatives firm on optimal distribution structure, staffing and compensation, and aided in implementation.
9. Studied the Outsourced CIO market and recommended plan to gain market share.

## ABOUT US:

**Jeffrey Margolis, CFA**, has more than 25 years' experience in the investment management industry focusing on sales, marketing, client service, and product management. A hallmark of Mr. Margolis' career has been a strategic understanding of industry dynamics, as well as a hands-on approach to management and leadership of the businesses and people under his responsibility. Mr. Margolis spent 11 years at Continental Asset Management managing investment strategy, sales and client service and was Chief Operating Officer. He then joined Morgan Stanley and built and managed the insurance asset management, intermediary distribution, and global institutional businesses, responsible for all distribution, marketing and product management. In 2004, he joined TIAA-CREF to grow its newly launched institutional investment management business, and led business development across all distribution channels.

Mr. Margolis earned a BA in Economics from Cornell University and an MBA in Finance and Accounting from Cornell's Johnson School of Management. He holds CPA and CFA designations, as well as Series 63 and 79 licenses.

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