



ASSET MANAGEMENT EXPERTISE

OUTSOURCED MARKETING CAPABILITIES
AD-HOC PROJECTS AND MISSIONS



ASSET MANAGEMENT: QUANT & FUNDAMENTAL

FINANCIAL MARKETS & MACROECONOMY

SOCIALLY RESPONSIBLE INVESTMENTS

MARKETING & COMMUNICATION

CROSS ROADS RELATIONSHIPS WITH THIRD PARTIES

Why outsource your marketing capabilities?



- Short-staffed
- Projects requiring specific expertise (SRI initiative, Awards Campaign, New clients segment development, Product launch...)
- Punctual needs for help (Revamping website, building corporate brochure.....)
- Strategic consulting and support
- Independent Feedback: Flexibility / External perspective

Ad-Hoc Projects & Missions

Marketing Content 360°

- Portfolio Managers / Interviews
- Market Outlook / Performance Commentaries
- Compliance & Regulations Aware

Peer Group Studies & Market Intelligence

Strategies Content: RFPs & Awards Submissions

Sustainable & Responsible Investments

- Marketing SRI / Engagement Policies
- Sustainability Report
- PRI Coordination & Strategy for Reporting
- CSR Best Practices & Communication Leveraging

Developing Website Content & Coordination

Press & Media Relationship Management

Organization: Marketing Plans & Budget



Le financement du déficit co



Zoé Charny

Over 20-year experience
in Asset Management

/ Strong technical background

- From Economist & Quant Analyst to Head of Marketing
- Links with Academics & Business Schools

/ Experience in a wide range of companies

- From large worldwide AM to hedge funds and small independent boutique
 - Quant and Fundamental
- Institutional and Retail Clients

/ French and global expertise

NEW YORK

ECONOMIST

CDC INVESTMENT MANAGEMENT

FX QUANT ANALYST

UBS WARBURG

ECONOMIST

SINOPIA

HEAD OF INTERNATIONAL MARKETING

HSBC INVESTMENTS

QUANT ANALYST & BUSINESS DVPT

EQA PARTNERS

DEPUTY HEAD OF MARKETING

EDMOND DE ROTHSCHILD ASSET MANAGEMENT

GLOBAL HEAD OF MARKETING
CO-HEAD OF SUSTAINABILITY

TOBAM

LONDON

PARIS

LECTURER IN CORPORATE &
SUSTAINABLE FINANCE MASTER

KEDGE BUSINESS SCHOOL

DUBLIN



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