

**ASSET MANAGEMENT: QUANT & FUNDAMENTAL** 

FINANCIAL MARKETS & MACROECONOMY

**SOCIALLY RESPONSIBLE INVESTMENTS** 

**MARKETING & COMMUNICATION** 

**CROSS ROADS RELATIONSHIPS WITH THIRD PARTIES** 

Why outsource your marketing capabilities?



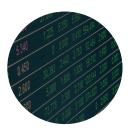
- Short-staffed
- Projects requiring specific expertise (SRI initiative, Awards Campaign, New clients segment development, Product launch...)
- Punctual needs for help (Revamping website, building corporate brochure....)
- Strategic consulting and support
- Independent Feedback: Flexibility / External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

# DE L'ISR TOBAM ▶ 8 ½ SINOPIA

### Le financement du déficit co

# **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







# 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

**ECONOMIST** 

**CDC INVESTMENT MANAGEMENT** 

FX QUANT ANALYST UBS WARBURG

**ECONOMIST** 

SINOPIA

NEW YORK

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

LECTURER IN CORPORATE & SUSTAINABLE FINANCE MASTER

**KEDGE BUSINESS SCHOOL** 

DUBLIN

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