

# Investors/Brokers & Finance Decision Makers

## | TARGET:

Investors/Brokers &  
Finance Professionals

## | MARKET:

US

## | METHODOLOGY:

30-Minute Telephone/Web IDI

## SPECS:

Advisor or Senior Decision-Maker in one of the following categories

- Commodity Markets/Asset-Backed Financing
- Asset Management
- Capital Markets

### Commodity Markets/Asset-Backed Financing

- Institutional Investors
- Senior financial decision maker, responsible for investment decisions
- Must invest in either commodity markets and/or asset-backed financing

### Brokers

- Must advise institutional/commercial clients on commodity markets and/or asset-backed financing
- Must recommend financial brands
- Must hold relevant licenses
- Must not be tied to one financial brand

### Asset Management

- Brokers
  - Must advise corporate clients on mutual funds
  - Must hold relevant licenses
  - Must not be tied to one financial brand
- Corporate Investors
  - Senior investment/finance decision maker (e.g. CFO, Head of Investments, VP, Finance)
  - Must make mutual fund investment decisions for their organization
  - Must represent a company/institution with at least \$100m in revenue

### Capital Markets

- Senior financial decision maker (e.g. CFOs, VP, Finance)
- Must be involved in decisions about financing and capital markets (e.g. M&A debt + equity advisory, financing) for their organization
- Must represent a business with at least \$100m in revenue

## SAMPLE PROFILES:

- Managing Director at Albeck Financial Services
- CFO at WS Darley
- CFO at 19York
- Director at EA Markets
- Managing Director at Piper
- CFO at JJJ International

## Contact us

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## Locations

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New Delhi | Toronto | Ahmedabad |  
Belgrade