



**100 women in
hedge funds®**

Redefining Investor Relations

November 5, 2014 at 6 PM
Stamford, CT

An investor relations strategy can no longer only rely on strong relationships and performance, which traditionally guaranteed attracting and retaining investors. Join our dynamic discussion and gain firsthand insight from funds that have proven successful in building investor trust, strong brands and growing AUM in today's market environment. Gain key takeaways and leave ready to reassess and maximize the effectiveness of your firm's approach.

Participants

Tyler Cloherty, Casey Quirk
Jennifer Prosek, Prosek Partners
Melody Rollins, PIMCO
Susan Soh, Perella Weinberg Partners
Amanda Tepper, *Moderator*, Chestnut Advisory Group

Event Details

Date: November 5, 2014

Time: 5 PM Registration.

We will begin *promptly* at 6 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails will follow.

Hosts: Prosek Partners and U Conn Stamford

Location: University of Connecticut Stamford Campus

1 University Place, **Stamford**, CT - [Directions](#)

RSVP: [RSVP Now](#)

If you have any questions about this event, please contact the [Connecticut](#) committee.

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

Admission is free, but there is a \$25 charge if you register and do not attend, even if you cancel in advance. No-show proceeds will be donated to Cerebral Palsy International Research Foundation, the 2014 beneficiary of 100WHF's US philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

Biographies

Tyler Cloherty, Senior Manager, Casey Quirk

At Casey Quirk, Tyler collaborates with senior leadership to develop business and marketing strategies for both traditional and alternative investment management firms. He is also a member of the Casey Quirk Knowledge Center, creating thought leadership, white papers and proprietary models. His area of expertise includes U.S. retail strategy, strategic growth initiatives, and distribution strategy. Previously Tyler was an Associate Director with Cerulli Associates, where he was responsible for retail research covering intermediaries, advisors, and asset management distribution. Prior to Cerulli, Tyler worked within Fidelity Institutional servicing broker/dealers and registered investment advisors. Tyler has also contributed to and been quoted in publications such as FundFire, Ignites, and the Wall Street Journal and has made speeches at key industry conferences. Tyler has a B.S. in Finance and International Business from the University of Maryland and is a CFA charter holder.

Jennifer Prosek, CEO, Prosek Partners

Jennifer Prosek is the founder and CEO of Prosek Partners, a leading international public relations and financial communications consultancy with offices in New York, Connecticut and London. The firm ranks among the top 20 independent public relations firms in the US, and among the top five financial communications consultancies in the US and UK. In 2013, the firm was named Corporate Agency of the Year by the Holmes Report. Prosek is a published author and frequent speaker. Her book "Army of Entrepreneurs" published in 2011, received praise from Columbia Business School, Wharton and INSEAD. She received her MBA from Columbia University and a BA in English literature from Miami University. She is on the board of directors of the Arthur Page Society, Institute for Public Relations, and The New York City Partnership for the Homeless.

Melody Rollins, Head of US Institutional Client Management, PIMCO

Melody is an executive vice president and head of U.S. institutional client management for Pacific Investment Management Company LLC (PIMCO), a global investment management firm with almost \$2 trillion in assets under management. As an institutional client strategist, she has worked with corporate, multi-employer, and public pension plan sponsors as well as foundations, endowments and healthcare institutions to deliver customized investment solutions. Prior to her current role, she was head of the corporate client practice in New York. In addition to her client and management responsibilities, Melody is a member of PIMCO's Inclusion and Diversity Committee and on the Board of the PIMCO Foundation. Prior to joining PIMCO in 2001, Melody held positions in debt capital markets and liability management at Salomon Brothers and Deutsche Bank. She has 19 years of investment experience and holds an MBA with a focus on financial engineering from MIT Sloan. She received her undergraduate degree in economics from Georgetown University's School of Foreign Service. Melody holds both the Chartered Financial Analyst (CFA) and Chartered Alternative Investment Analyst (CAIA) designations.

Outside of work, Melody is very active in the community, focusing on organizations and programs that are eliminating educational and health disparities in underserved communities. Toward that end, she currently serves on the Board of Regents of Georgetown University as well as the Boards of Trustees of New York Academy of Medicine and Coro New York. Melody is an alumni and active supporter of Sponsors for Educational Opportunity (SEO), the Toigo Foundation, and the Council of Urban Professionals (founding member). In addition, she has previously served on the boards of Future Leaders Institute Charter School and the Neighborhood Defender's Service of Harlem. Melody lives in Harlem, New York with her husband and two children.

Susan Soh, Global Head of Marketing and Client Services, Perella Weinberg Partners

Ms. Soh is a Partner and Global Head of Marketing and Client Services at Perella Weinberg Partners, a leading independent financial services firm. Established in 2006, the Firm provides advisory and asset management services to a global client base. Perella Weinberg Partners has capital commitments and managed assets of approximately \$11.3 billion. Prior to joining Perella Weinberg Partners in January 2007, Ms. Soh was a Managing Director and Head of Hedge Fund Business Development at Highbridge Capital, where she was responsible for fundraising for its hedge fund strategies including the flagship multi-strategy fund (HCC), long short equity, European special situations, Asia Opportunities, Event Driven, Highview Global Macro, Convertible Arbitrage, Statistical Arbitrage, etc. Previously, she was a Vice President at Lightyear Capital, a \$2.5B financial services private equity firm affiliated with UBS PaineWebber, responsible for business development and investor relations. From 1996 to 2001, Ms. Soh was a Vice President in the Merchant Banking Group where she was responsible for marketing its first \$1.5B institutional fund as well as principal investing. She also spent time as an M&A Banker with a focus on retail/consumer and healthcare.

She began her career as a corporate attorney at Cravath, Swaine & Moore. Ms. Soh received a Bachelor of Arts in Economics, summa cum laude, from Yale College and Juris Doctor, cum laude, from Harvard Law School. Ms. Soh serves as a board member of the Association of Asian American Investment Managers and an Advisory Board Member for the Harvard Association of Law and Business.

Amanda Tepper, CEO, Chestnut Advisory Group

Amanda is the founder and CEO of Chestnut Advisory Group, providing investor relations consulting to hedge funds and other asset managers. Before founding Chestnut, Amanda held several significant roles in her over 25-year career across the capital markets, most recently as Global Director of the senior portfolio management team at AllianceBernstein. Amanda led the firm's product specialists as they marketed all of AB's investment products to institutional investors. Amanda has deep experience in sell-side equity research, with multiple recognitions as a member of Institutional Investor's "All-America" research team while at JPMorgan, and as Associate Director of Equity Research at Bank of America. She began her Wall Street career on a bond trading desk, moving on to bond sales and investment banking before becoming an equity analyst.

Amanda holds an MBA from The Wharton School and a BA from Brown University, Phi Beta Kappa. She currently serves as Chair of 100 Women in Hedge Funds' Connecticut/Westchester Committee, and is a member of the Phillips Academy's Andover Development Board. Additionally, she previously served on the Board of Girls Inc. of New York.



About Prosek Partners

Prosek Partners is among the largest independent public relations firms in the U.S., and one of the few domestic, mid-size firms that offers global capabilities through its London office and international network. Specializing in providing a full range of communications solutions to financial and professional services companies, the firm delivers an unexpected level of passion, creativity and marketing savvy. The firm specializes in strategic communications for asset managers, both traditional and alternative, and represents some of the largest hedge funds in the world.



About U Conn Stamford

The UConn Stamford Campus strives to meet the academic (teaching, research, and service) and community (economic, social, and educational) needs of Fairfield County and Southwestern Connecticut, with an emphasis on business, liberal arts, digital media, and global education.

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 12,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted over 450 industry education events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$33 million for philanthropic causes in the areas of women's and family health, education and mentoring.