

**PRESS RELEASE****17 April 2018**

# MackayWilliams and Asset Management Insights Announce Collaboration Agreement

MackayWilliams, an independent research boutique, and Asset Management Insights (AMI), a Boston-based consultancy founded by Gabriel Altbach, are delighted to announce a strategic collaboration agreement between their two firms.

Under the agreement, Mr Altbach will be named as Senior Consultant at MackayWilliams, while continuing to lead AMI as Founding Principal. Complementing the work of MackayWilliams' experienced European analysts, AMI will provide US-focused thought-leadership content and strategic advice to MackayWilliams' international client base. Mr Altbach's knowledge spans US and European markets where he has worked in senior marketing, product and strategy roles for asset management firms.

Commenting on the announcement, Diana Mackay, MackayWilliams' joint-CEO, said: "We are excited to be working with Gabriel and AMI to enhance the international perspectives we bring to our clients. Gabriel's in-depth knowledge of both the European and US markets together with his experience of working in an asset management business will ensure we continue to provide cutting-edge market analysis and actionable advice for more informed decision-making. This comes at a time when we are helping more clients adapt to the rapid change across the industry."

Altbach added: "I could not be more pleased to be working with the MackayWilliams team, as I've long respected the calibre of their work, people and insights regarding the mutual funds industry. AMI was founded to bring clear-text perspectives to the asset management industry, particularly the interplay between the US and the rest of world, a focus that ideally complements MackayWilliams' European work."

## **About MackayWilliams**

MackayWilliams is an independent research boutique specialising in European fund distribution with offices in London and Berlin. The company works with asset managers to provide in-depth European market analysis, consultancy services and access to the views and demands of Europe's major distributors and fund selectors. For more information, please visit [www.mackaywilliams.com](http://www.mackaywilliams.com) or contact:

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# AMI

## **About Asset Management Insights**

Asset Management Insights, LLC (AMI) is a consultancy focused on the asset management sector founded by Gabriel Altbach, a 20-year industry veteran of the asset management industry with executive-level experience covering corporate strategy, product development, marketing, branding and strategic communications. AMI provides advice and guidance across the strategy, marketing, and distribution disciplines and partners with asset and wealth management organisations on a long-term advisory basis and via discreet project assignments. For more information, please visit: [www.linkedin.com/company/asset-management-insights](http://www.linkedin.com/company/asset-management-insights) or contact:

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