

Ullrich Angersbach: „In hedge fund marketing every detail is relevant.“

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Ullrich Angersbach is a self-employed marketing coach and marketing consultant for fund management companies. He looks back on a long career in the financial industry.

He summarized all his experiences with fund managers and professional investors in his book „What Works in Hedge Fund Marketing and Investor Relations“. All that is true for hedge funds marketing applies to alternative investments as well.

The original target group for this book had been the clients he consulted for since 2008. His intention was to support these fund managers and fund management companies to increase their assets under management quickly and sustainably. Now Ullrich Angersbach makes his book available for all who want to know how fund managers can find investors, and keep them.

The content of this book relies on Angersbach's experience as the head of investor relations of Absolute Capital Management, a fund management company. Within five years, the firm's assets under management rose from about 8 million USD seed capital to more than \$ 2 billion. Various marketing approaches had been tried over the years. "Success in marketing", Angersbach concluded, "depends on many details. If they are overlooked or neglected it often leads to costly disappointments. Therefore I describe in detail what really works in hedge fund marketing."