

WINTER 2023

# GAMMA NEWS

The Latest Updates From the  
Global Asset Management Marketing Association



## Dear GAMMA worldwide!

Welcome to 2023! As we march towards the final weeks of Q1, I am reminded how quickly the quarters pass and how important it is to ensure your calendar year planning is in full swing early in the year!

In Q1 at GAMMA, we were thrilled to add Dan Sondhelm, Founder of Sondhelm Partners, as Co-Chair of the Marketing Committee to team up with Trisha Sandoz, Founder of IMSS and Data-Centrix, to move our marketing forward as a global, asset management marketing and sales association. Look forward to additional Committee member announcements in future issues and let us know if you can join us in building the future of GAMMA!

We are revamping our sponsorship opportunities and are excited to announce in the coming weeks. Do you know a firm that would benefit from partnering with GAMMA?

Also, keep a look out on [www.growwithgamma.org](http://www.growwithgamma.org) for upcoming webinars from our industry experts and global members! We are working to bring you valuable insights in 2023 through these amazing professionals. If there is a topic you'd like us to hold a webinar on please let us know here.

Cheers to an amazing 2023!

All my best,

Sandra Powers Murphy, GAMMA President



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# WELCOME OUR NEW BOARD MEMBER

DAN SONDHELM



GAMMA is pleased to announce the appointment of Dan Sondhelm as member of the Board of Directors and Co-Chair of the Marketing Committee, effective January 1, 2023. Based in Alexandria, Virginia, Sondhelm has been an active member of the Association since 2018.

"We are thrilled to welcome Dan Sondhelm to the Board," said Sandra Powers Murphy, President of GAMMA, Board Member, and President of ARK Global LLC. "Having worked with Dan for many years on initiatives to support our membership education programs, we know the strength of Dan's commitment and the breadth of his ideas regarding business development best practices."

Sondhelm is the CEO of Sondhelm Partners, a firm that helps asset managers worldwide who have good stories to tell and want to grow. He helps hidden gem and name brand asset managers alike attract investors, strengthen credibility, and build brands. Sondhelm frequently contributes to and interviews with the financial news media, presents or moderates at industry conferences and webinars, and speaks on-site and virtually to industry boards of directors.

Sondhelm Partners has won multiple industry awards including the Best Third-Party Marketing Firm US Award by HedgeWeek in 2022.



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# THIRD PARTY MARKETING GUIDE

One of our Board Member's firms, Arrow Partners, has created this comprehensive [Third Party Marketing Guide](#). As a token of our appreciation, we are happy to share this valuable resource with you!

*Arrow Partners are independent sales professionals representing a limited number of asset managers who are seeking institutional investors in the US market.*

## JOIN GAMMA!

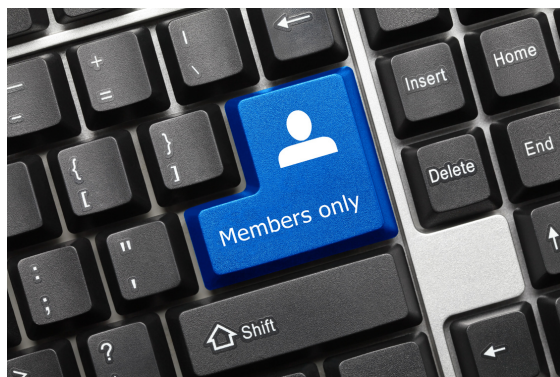
GAMMA welcomes all asset management marketing, sales and service professionals to join us as we build bridges, expand networks, gain industry knowledge and ensure best practices. Whether you are internal at a large firm, or running your own small firm, focused on sales or marketing, located in the US or anywhere around the world, GAMMA is your place to connect and grow.

We couldn't be more excited to support our members' ongoing education, industry networking and business development efforts.

### APPLY TODAY

There is no better time to join GAMMA!

[CLICK HERE TO APPLY](#)



### ABOUT THE ASSOCIATION

The world of global asset management marketing and sales is robust. GAMMA provides a forum for networking, education, best practices, idea sharing, and vendor discounts designed to maximize the business development efforts of professionals worldwide.

GAMMA supports independent, boutique service providers, multi-national corporation marketing and sales professionals, and individual contributors alike. GAMMA is a not-for-profit, peer to peer association with members representing a wide variety of marketing, sales, and business development functions. We support members across the asset management business development & support services spectrum and in the areas of Marketing, Distribution, Investment Support, and Regulatory.



**WHEN GAMMA GROWS,  
YOU GROW**

**Interested in expanding your reach within GAMMA, posting a blog on our site that could be seen worldwide, or connecting on our 2023 events?**

**Contact us at [info@growwithgamma.com](mailto:info@growwithgamma.com) or visit us online by scanning the QR code below:**

