

ANNOUNCEMENT



GAMMA Welcomes Dan Sondhelm of Sondhelm Partners to its Board of Directors

Sondhelm brings marketing, public relations, and distribution expertise to the Board

NEW YORK, January 20, 2023 – GAMMA, the Global Asset Management Marketing Association, announced 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 GAMMA, formerly known as the Third-Party Marketers 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."

"GAMMA has an important mission – to provide a forum for industry sales and marketing professionals from all types of firms and from all over the globe to share experiences and to benefit from the GAMMA network," noted Sondhelm. "Our mandate as a Board is to help GAMMA continue its expansion across markets and business development functions. That means expanding on the educational and networking opportunities members have come to expect."

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 Hedgework in 2022.

Additional Board Members include Donna DiMaria, Chairwoman of the Board, Tessera Capital, LLC; Ken Rogers, Treasurer, Arrow Partners; Trisha Sandoz, Co-Chair of Marketing, IMSS and Data-Centrix; and Frank Minard; Membership, XT Capital Partners.



About GAMMA

GAMMA, the Global Asset Management Marketing Association, 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, global corporate marketing and sales professionals, and individual contributors alike. The Association 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 distribution, marketing, investment support, and regulatory. All board members serve on a voluntary basis. Our mission is to advance the priorities of global business development professionals through marketplace engagement and education.

About Sondhelm Partners

Sondhelm Partners helps asset managers worldwide who have good stories to tell and want to grow. They help hidden gem and name brand clients attract investors, strengthen credibility, and build brands. Sondhelm Partners has a track record of successfully raising billions of dollars of capital for clients from financial advisors, institutional investors, and other audiences. The firm's efforts have won multiple industry awards. Leveraging deep industry knowledge, experience, and relationships, Sondhelm Partners provides marketing, public relations, sales, and strategic partnership solutions.