

# INDUSTRY RESULTS ON THE RAPIDLY EVOLVING MARKETING AND DISTRIBUTION IN RETAIL ASSET MANAGEMENT

Between April and July 2014, FC Business Intelligence spoke to over 75 professionals in the Asset Management industry.

The types of people that we spoke to included:

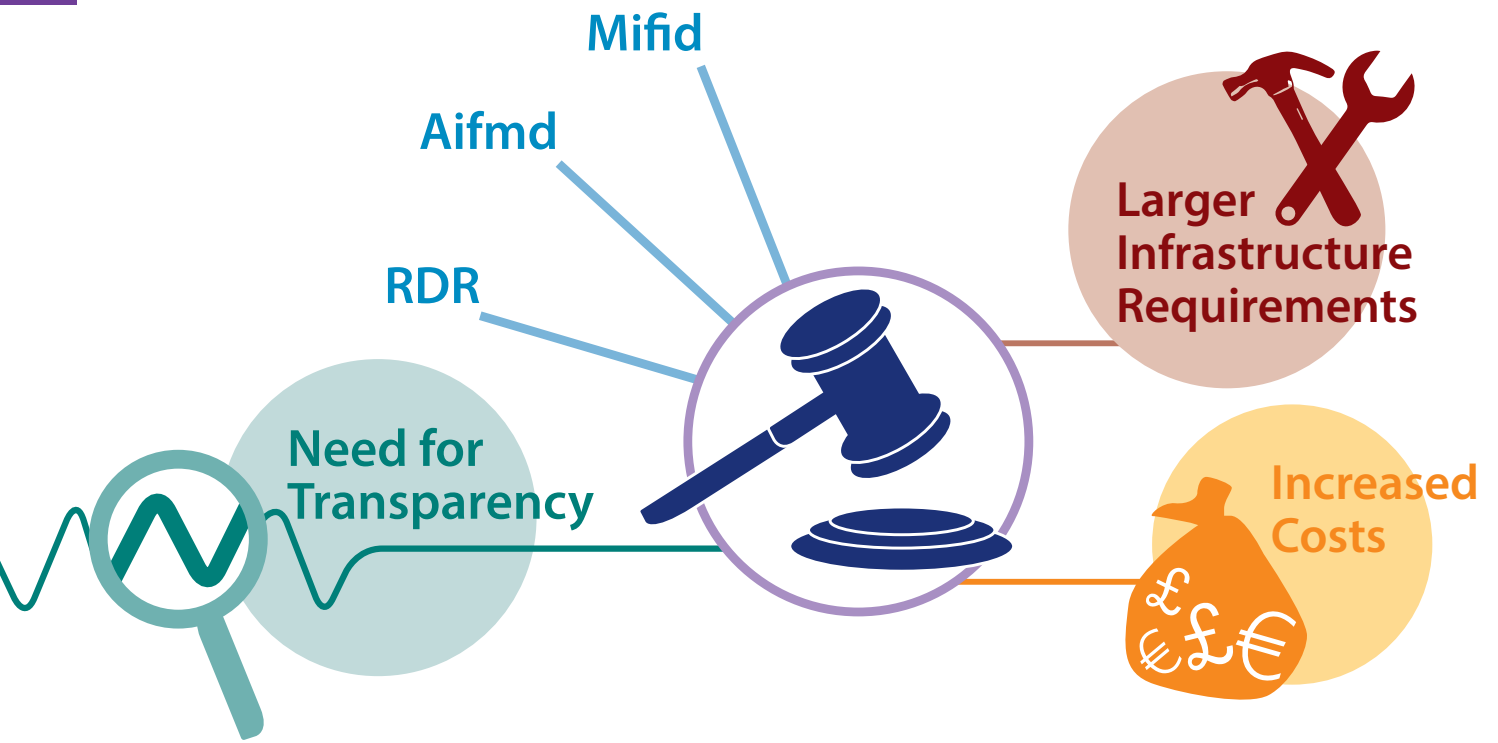
Chief Operating Officer  
Business Development Product Strategy  
CRM Head of Retail Distribution  
Head of Marketing Product Development  
IT Head of Digital Channel Marketing  
Chief Technology Officer Head of Sales  
Customer Relationship Management  
Chief Marketing Officer  
Wholesale Distribution

## KEY FINDINGS

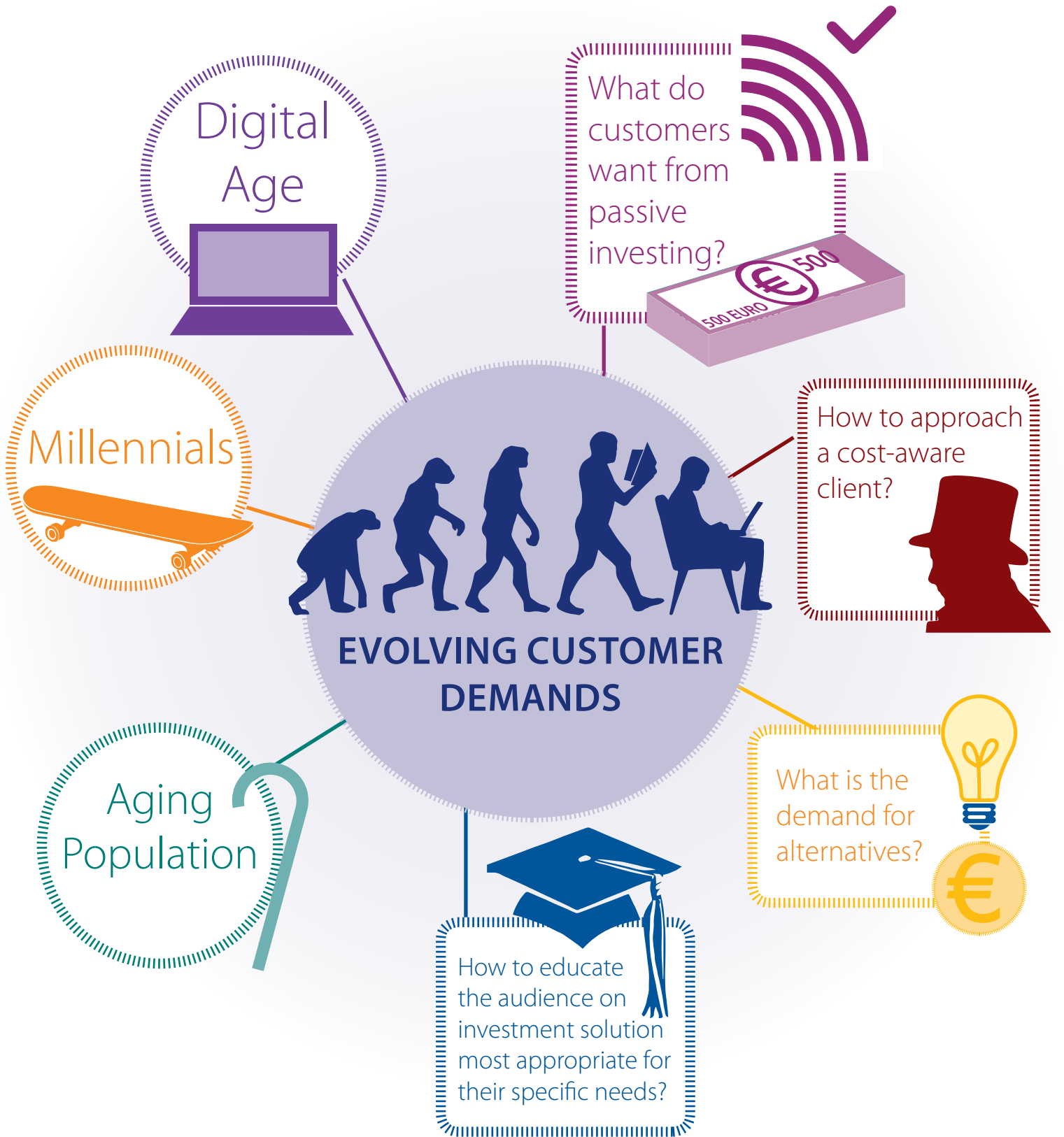
What are the key challenges that you are facing right now?



## REGULATION

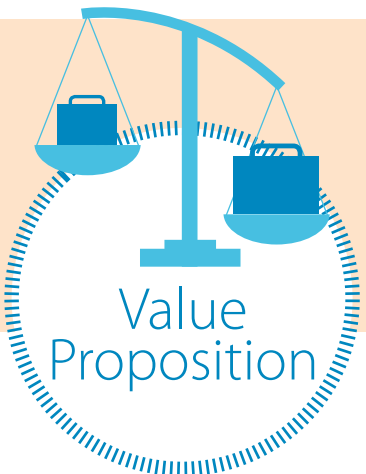
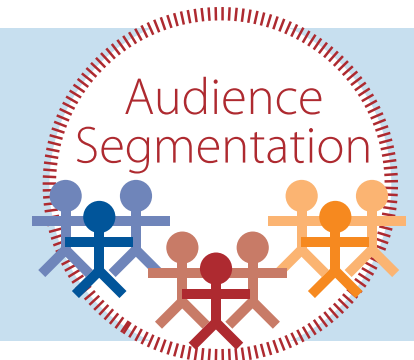
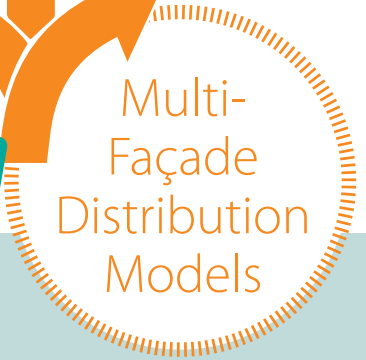


# WHAT IS CHANGING?





**LEVERAGING DIGITAL**



# WHAT'S THE FUTURE?

Economic shifts towards distributors and customers

Innovative technology to handle growth in data management

Embracing different types of technology to accelerate processes

Pressure from investors for transparent automated processes

## GET READY TO TRANSFORM YOUR BUSINESS

Join us as we build a community to drive forward key ideas around Marketing & Distribution in Retail Asset Management! We will be creating a series of information pieces and networking opportunities to help you to grow your business



Social Media



Webinars



White Papers



Press Releases



Surveys



Networking Events

For more information, contact us:



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