

29 November 2021

## MEDIA RELEASE

### **GSFM appoints new product manager**

Multi affiliate fund manager GSFM has appointed Natasja Liddell to the newly created position of product manager, to help meet the growing investor demand for GSFM's stable of funds and to assist in the development of new investment options. Ms Liddell will be based in Sydney and report to chief operating officer, Peter Nichols.

Ms Liddell's career spans over 22 years across Australia and Europe. She joins GSFM from BT Financial Group in Sydney, where she was senior product manager for the investment funds division. Prior to this, she worked at Macquarie Group, AMP, and Wilson HTM in a variety of product manager roles spanning managed accounts and corporate super as well as in compliance.

Ms Liddell started her career in The Netherlands, where she worked at financial institutions ING IM and ABN AMRO before relocating to Australia in 2008.

GSFM CEO, Damien McIntyre, said Ms Liddell's local and international market knowledge, along with her qualifications and experience, mean she is ideally suited to help develop products from conception to implementation.

"Ms Liddell will be well placed to assist GSFM as it works on facilitating and developing new investment products for the Australian and New Zealand markets.

"She has a strong and well-connected network in Australia, which will similarly enable her to assist the BDM team in their activity nationally.

"Her local experience also means she is well versed in market requirements and the regulatory landscape. She will be well placed to add value to all parts of the GSFM business and to work with all stakeholders," said Mr McIntyre.

Ms Liddell has a Master's degree in economics and finance from Maastricht University in The Netherlands and a Diploma of Financial Planning from Kaplan Professional.

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*GSFM was established in July 2007 as a subsidiary of the Grant Samuel Group. In November 2016 CI Financial Corp (CI) purchased an 80 per cent stake in the business. CI is a diversified wealth management firm with fee-earning assets of CAD\$146.6 billion (as of 30 September 2021). GSFM specialises in marketing funds managed by high calibre local and international managers to Australian and New Zealand institutional and Australian retail investors:*

- *New York based Epoch Investment Partners, Inc.*
- *Tribeca Investment Partners, a successful Australian boutique manager*
- *Payden & Rygel, a Los Angeles based independent investment management firm*
- *Munro Partners, an independent global equity manager*
- *London-based Man Group plc*
- *Toronto and Boston based Cambridge Global Asset Management*
- *Redpoint Investment Management is a boutique equities manager based in Sydney.*

*GSFM represents approximately \$16.1 billion funds under management (as at 31 October 2021).*

*For more information about GSFM please visit the website: [www.gsfm.com.au](http://www.gsfm.com.au)*