

US Service Provider Insights 2020

FEATURING US AWARD WINNERS

PE firms adapting to current trends

Jensen Partners: Best Recruitment Company for Executives & Best Recruitment Company for Investor Relations & Asset Raising

As private equity firms expand across geographies, strategies and sectors, there is a growing need for professionals with specialised skillsets and relationships and relationships in emerging markets. Further, the focus on diversity and impact investing is marking a shift in the industry which is also coming to terms with the transition to virtual platforms.

Sasha Jensen, founder and CEO of Jensen Partners, outlines: “The private equity industry continues to grow in size and prominence. The combination of an economic crisis and record levels of dry powder have private equity firms positioned to take on an ever-greater share of the global economy, particularly in some of the areas hardest hit by Covid-19.”

“We have seen fundraising volumes and demand for experienced PE marketers remain at high levels throughout most of 2020, with only a brief blip in hiring activity in the first quarter as the entire world hit pause.”

Jensen notes how PE firms have been expanding across geographies, sectors and strategies: “What used to be an industry defined by buyout firms concentrating mostly on the US and European markets has transformed into a truly global industry that touches almost every corner of society. We have seen an increase in demand for marketers with relationships in East Asia and South Asia, two fast-growing regions with massive potential financial markets.”

There has also been a rise in demand for marketers with specialised skillsets, such as product specialists who can go into the technical details of how a particular investment strategy is designed to work.

ESG and impact investing is also surging as several PE firms launched impact funds in the past couple of years. Jensen remarks: “We expect this trend to continue as market and regulatory forces put sustainability at the centre of all business and investment decisions. In 2019, we started tracking all ESG and impact marketing moves, and our data shows that there is more demand for these specialists than ever.”



“We are still in the first wave of private equity firms launching impact funds, and if these funds continue to attract capital and generate attractive returns then there will undoubtedly be second and third waves coming soon. Private equity firms can play an important role in transforming our social and environmental systems to the forefront by integrating ESG and impact into their investment decisions.”

Diversity map

Jensen Partners remains focused on building a data-centric model for executive search. The firm believes the combination of quantitative and qualitative data is essential to finding the ideal candidates and building the right team. The increased attention given to diversity and the growing demand for marketers with specialised skillsets confirms this belief, with many private equity firms now looking at their marketing and distribution teams with new eyes.

Later this year, the firm plans to introduce a powerful new tool called the “Visual Diversity Map.” Jensen explains: “This tool will allow us to illuminate the gender and racial background of each marketing candidate across private equity firms, private credit firms, real estate investment firms, real asset investors, infrastructure equity and credit managers, hedge funds and private fund placement groups. We will also be able to track and illustrate the level of diversity on a distribution/sales platform, with details on recent diverse hires, departures and promotions.”

“In addition, thanks to this tool, we will be capable of identifying the diverse rainmakers and rising stars among marketing, business development, investor relations, institutional sales and product specialist professionals across the alternative investment space.”

The creation of this tool is aligned with the changes being observed in client needs. Jensen notes: “There is an increased focus on diversity at all levels of private equity organisations, particularly in regards to hiring people of colour and giving these employees more opportunities for development and advancement.”