

PRESS RELEASE

**FOR IMMEDIATE RELEASE**

**Jayna Vishram Joins investRFP as Global Head of Client Relations and Marketing**

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**[London, 02 September 2024]** – investRFP, a leading platform in financial and investment technology recognized for Best Practices in Asset Manager & Fund Selection, is pleased to announce the appointment of Jayna Vishram as Global Head of Client Relations and Marketing. investRFP is an innovative tool designed to support asset owners in placing mandates and selecting investment opportunities, ensuring that they can identify the best options efficiently and transparently. The platform also enables asset managers to respond to these tenders, further enhancing the efficiency and effectiveness of the investment selection process.

The platform supports a comprehensive range of asset classes and regions, including fixed income, equities, real assets (such as infrastructure and real estate), private markets, and alternatives (like commodities and hedge funds). It is designed to streamline Request for Proposals (RFPs), Request for Information (RFIs), due diligence, and monitoring processes for both public and private market investments.

Jayna brings over 18 years of experience in client management and strategic development, making her an invaluable addition to the investRFP team.

In her new role, Jayna will oversee all aspects of client relations and marketing, ensuring that investRFP continues to exceed the expectations of its diverse and growing client base. She will be responsible for leading client engagement strategies, enhancing customer satisfaction, driving growth, and spearheading innovative marketing initiatives. Additionally, Jayna will play a key role in advancing investRFP's ongoing commitment to diversity and inclusion, as well as its environmental, social, and governance (ESG) initiatives.

*"We are thrilled to welcome Jayna to investRFP," said Albert Reiter, CEO of investRFP. "Her extensive experience in client relations, coupled with her strategic approach to marketing in the financial services industry, makes her the perfect fit for this role. We are confident that her leadership will strengthen our client relationships and contribute to the continued success of investRFP. Her passion for diversity and inclusion, along with her dedication to ESG principles, aligns perfectly with our mission to foster a more sustainable, inclusive, and responsible approach within the company and across the financial sector. Jayna will be based in our London office, where she will be instrumental in driving our client engagement strategies and expanding our market presence."*

Jayna joins investRFP from IPE Quest, where she held the position of Director. During her tenure, she was instrumental in driving customer-centric initiatives and expanding the company's client base. Her expertise in building and nurturing client relationships, along with

her innovative approach to marketing, has earned her a reputation as a trusted advisor and industry leader.

*"I am excited to join investRFP and look forward to contributing to the company's vision of delivering exceptional value to its clients," said Jayna Vishram. "investRFP's commitment to innovation, client success, impactful marketing, and responsible investing through ESG aligns perfectly with my own professional values. I am particularly eager to support the company's diversity and inclusion efforts and to enhance our ESG-related offerings in our questionnaires and directory, ensuring that we lead the way in promoting sustainable investment practices."*

## **Diversity and Inclusion at investRFP: Empowering Institutional Investors and Asset Managers**

As part of its core mission, investRFP is committed to advancing diversity and inclusion not only within its own operations but also across the financial industry by providing digital tools to efficiently manage the information flow between asset managers and investors. Recognizing the importance of diverse perspectives in driving better investment outcomes, investRFP has developed tools and resources that empower institutional investors and asset managers to integrate diversity and inclusion into their investment processes.

investRFP's platform includes specialized questionnaires and a comprehensive directory that enable asset owners to assess and select asset managers based on their commitment to diversity and inclusion. These tools help institutional investors identify firms that prioritize diverse leadership, inclusive workplace practices, and equitable investment strategies. By promoting these values, investRFP supports the financial community in making more informed, socially responsible investment decisions that reflect a broader range of perspectives and drive positive change in the industry.

Her appointment comes at a time of significant growth for investRFP as the company continues to expand its product offerings and client base globally, while also enhancing its focus on diversity, inclusion, and ESG to better serve its clients.

### **About investRFP**

*investRFP is a leading global platform specializing in Best Practices for Asset Manager & Fund Selection. Designed to support asset owners, institutional investors, and consultants, investRFP provides an innovative tool for managing Request for Proposals (RFPs) and Request for Information (RFIs) processes with enhanced efficiency and transparency. The platform facilitates the placement of mandates by asset owners and enables asset managers to respond to tenders, ensuring that clients can identify the best investment opportunities within a streamlined, compliant, and competitive framework. Committed to advancing technology, diversity, inclusion, and ESG principles, investRFP is dedicated to delivering exceptional value and promoting sustainable investment practices across the financial industry.*

For more information, please contact:

Albert Reiter, CFA, CEO investRFP.com

T +43 1 5333444 10 - [reiter@investRFP.com](mailto:reiter@investRFP.com) - [info@investRFP.com](mailto:info@investRFP.com)