



## **Carolon Capital Names Joanne Verkuilen as Global Head of Client Services**

JERSEY, Channel Islands – 10 August 2015 – Carolon Capital Ltd (“Carolon”), a global financial advisory firm, has named Joanne Verkuilen as Global Head of Client Services.

In addition to Carolon’s fund management and fundraising services, Carolon offers investor relations and marketing support to financial services firms in the U.S. and Europe. While Joanne will be involved in all facets of Carolon’s business, her primary responsibility will be to direct the investor relations and marketing services for Carolon’s clients.

“This is an important milestone for Carolon,” commented Tim Smith, President and Managing Director of Carolon. “By adding Joanne to the team, we gain an accomplished leader in the field of marketing and investor relations. We see a real opportunity for alternative asset managers, including hedge funds and private equity funds, to leverage technology-focused marketing and investor relation solutions in order to accomplish goals such as expanding their capital base, attracting new investments and strengthening relationships with investors.”

Prior to joining Carolon, Joanne was the Director of Marketing & Digital Strategy for BlackArch Partners, where she led and executed on a comprehensive brand and marketing strategy using analytics, automation and high-touch client communications. Prior to joining BlackArch, Joanne was the Director of Investor Relations at Conversus Capital, L.P., a publicly traded company that specialized in the management of third party private equity funds. Joanne has also held various investment banking positions with firms such as Citigroup, Smith Barney and Edelman Financial.

### **ABOUT CAROLON CAPITAL LTD**

Carolon Capital is a specialist advisory firm focused on offering customized support in the areas of fund distribution, investor relations and marketing. Established in 2014 by founders Roger Brookes and Tim Smith, Carolon specializes in providing small to mid-size businesses and asset managers the support they need to build, maintain and strengthen their brands. Carolon is registered under the Financial Services (Jersey) Law 1998 and regulated by the Jersey Financial Services Commission in the conduct of Funds Service Business.

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