



Heather Fernstrom Border



Jennifer Stevens

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## Jennifer Stevens, Heather Fernstrom Border launch Alliance Global Advisors

BY ANDREA ZANDER

Heather Fernstrom Border and Jennifer Stevens have recently announced the launch of Alliance Global Advisors, a boutique consulting firm focused on empowering the investment community to elevate best practices.

“The Alliance vision was founded on a friendship and partnership of two industry leaders with mutually beneficial skillsets. With expertise across multiple domains, our partnership compounds the value that we can bring to our clients and the institutional community. We are encouraged by client feedback that demonstrates our model unlocks value across platforms and allows leadership to stay engaged in key functions to deliver ultimate portfolio returns,” said Border.

Alliance Global Advisors is a women-owned business that will partner with organizations to provide an independent perspective on strategic

planning, business and operations, so executive management teams can focus on what matters most: diligently managing client capital, creating value and delivering exceptional returns in a performance-driven market. The Alliance model is an innovative alternative for investment managers seeking to launch new, and improve existing, product lines in order to attract institutional capital. It fills a void between strategic development and more expensive capital-raising initiatives.

“Uncertainty prevails in today’s market. While we are respectful of the challenging environment, we are also motivated to provide insight and perspective to investors driven to succeed. Past market cycles taught us that those who adapt to the changing landscape and remain mindful of the limited partner perspective are best positioned to perform well and attract capital going forward. By keeping our perspectives current and having a deep understanding of our client needs, we can help them pivot quickly as needs and priorities shift, ensuring that strategy and execution is relevant and forward thinking,” said Stevens, “We encourage investors who are adapting to changing circumstances or those who may simply benefit from a fresh perspective, to reach out and connect with us.”

Both co-founders met at The Townsend Group. Stevens joined in 2004, and Border joined in 2008. The two worked as colleagues from 2008 to 2012, each servicing a different group of Townsend’s institutional client base while strengthening their friendship. Border went on to gain experience on the general partner side, working on strategic development goals for Hunt Investment Management and National Real Estate Advisors, while also leading capital-raising efforts. Meanwhile, Stevens progressed to partnership at Townsend and assumed various leadership roles, running Townsend’s West Coast office and serving as a lead consultant for Townsend’s respected client base and developing expertise in the area of environmental, social and governance initiatives in real assets.

Stevens left her post at Townsend in March 2020 after 16 years. Within Townsend, Stevens advised clients with cumulative total plan assets of more than \$300 billion and approximately \$20 billion in real estate allocations. She was a voting member of Townsend’s advisory investment committee, responsible for reviewing and approving due diligence reports and strategy for all advisory clients of the firm.

Border left The Townsend Group in 2012. Border's professional experience includes 15 years within private and public sector real estate and finance during which she managed more than \$100 billion of real asset allocations. In addition, she developed, implemented and lead the investor relations platform for a \$7.5 billion AUM investment manager with four product lines, and raised capital for multi-level managers on a wide range of real estate products. Most recently she was a managing director for investor relations at National Real Estate Advisors and held similar positions with Hunt Investment Management.

Border and Stevens further explain Alliance Global Advisors' goals:

*Why launch this firm?*

After analyzing thousands of investment proposals on behalf of former clients, we believe our services will add tremendous value in the institutional marketplace, ultimately creating a higher quality experience for the limited partners. The Alliance model is applicable to emerging and well-established managers alike — and even more necessary during uncertain times.

Everybody deserves access — Alliance was founded on the belief that providing access to information is in the best interest of both general partners and limited partners.

Stay connected — Alliance is uniquely positioned to provide insight on how investment managers are perceived by consultants and limited partners. Creating a dynamic client base begins with brand recognition. Investor relations, marketing and branding are critical, yet often undervalued. The Alliance model seeks to elevate and refine this function to produce results for the client. We work with general partners to refine their story, improve marketing materials and establish a modern approach to investor communications.

- Navigate changing market conditions
- Introduce different conference and media outlets
- Establish communications surrounding significant events
- Improve investor and advisory committee correspondence
- Advise on GP/LP dialogue and negotiations

Stay current — The best investment managers strive to exceed investor expectations as they evolve. This requires knowledge of current market conditions, capital market trends and industry best practices. Alliance will introduce its partners to new developments in the following areas:

- Organizational structuring/restructuring
- Product development and structuring
- Environmental, social and governance practices
- Operations, policies and procedures

*What are your goals for 2020?*

In addition to a successful launch with a well-defined brand, our goals for 2020 are focused on driving results for our partner base and developing rising talent.

- Help clients navigate the impact of COVID-19 on their individual platforms and our industry at large
- Implement fresh ideas and strategies to ultimately reduce the time and costs spent fundraising
- Serve as a thought leader in our industry and continue to lead our partners to success
- Stay ahead of the curve when it comes to understanding industry standards and trends
- Partner with high performers who are uniquely positioned to succeed
- Lead partners through strategy and product development to meet and exceed the evolving needs of the LP base
- Empower organizations to focus on their core competencies
- Pay it forward by way of “Alliance Gives Back,” a program which accelerates the professional development of “rising stars” and emerging talent identified by our clients. Through a link on our website, individuals may schedule a no-cost, no-obligation coaching session with our founders to discuss professional development, industry trends and best practices with the aim of developing long-term mentorship relationships