

## People

# Tapping into a niche market

The Altman Group, a New York-based proxy solicitation firm, is taking on two IR veterans, Patricia Baronowski and Pam O'Brien, to lead its new investor relations offering.

'Patty and I were brought in because Ken Altman, president of the Altman Group, decided to expand the firm's services to include investor relations,' explains O'Brien.

'The company's main services are proxy solicitation and shareholder identification, so adding investor relations to the product line was the next logical step. We are now a one-stop shop for closed-end funds.'

Both Baronowski and O'Brien share a history of working with the Altman Group on projects requiring IR and proxy solicitation expertise, so joining the two skills under one roof made sense. 'I had worked with the Altman Group in the past – my previous employer did not offer proxy solicitation as a service, so many of my clients at the time were using the Altman Group for their proxy needs,' says Baronowski. 'It was the perfect fit for me to move over here and bring in the one service the group was missing.'

Baronowski and O'Brien between them

have more than two decades of IR experience servicing closed-end funds and other publicly listed companies. They both join the firm with the title of director of investor relations services, responsible for providing investor relations, public relations and media relations services to clients.

This pair's main focus is to target and service the closed-end fund industry, and get the message out to the investment community about this niche market. 'Part of what we do is helping to promote closed-end funds by looking for ways to market them in the financial arena, as well as putting them in front of analysts, brokers, current and potential investors,' says Baronowski.

'Investors in company stock have a different investment style and expectations from someone investing in a closed-end fund.'

Prior to joining the Altman Group, Baronowski held an IR position at Citigate Financial Intelligence for more than 15 years, and worked extensively with the closed-end fund industry. O'Brien was a partner at Capital Link, an investor relations firm, where she provided services for closed-end fund clients for more than ten years. □



Patricia  
Baronowski



Pam O'Brien