

The Cambridge Strategy opens office in New York

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The Cambridge Strategy, an asset management firm offering active currency alpha, currency overlay and emerging markets equity programmes, is opening its latest office in New York.

It will be headed by Alan Eisenberg, who joins as head of North America.

Eisenberg will focus on growing the firm's relationships with consulting firms, institutional investors and servicing clients in the region.

Peter Henricks, chief executive of the Cambridge Strategy, says: "We have been encountering increased interest in our emerging markets currency, equity and debt capabilities among North American institutional investors. Opening a New York office is a logical step in our expansion and underlines our commitment to the North American market. Given Alan's extensive experience in that area, he is the perfect man for the job."

Eisenberg joins the Cambridge Strategy from Pzena Investment Management, where he had been a principal and director of business development and client service.

The Cambridge Strategy was founded in 2004 and is headquartered in London with research and trading offices in Hong Kong and Australia.

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