

New OCIO Launches, Targeting Clients in Smaller End of E&F Market

By [Aziza Kasumov](#)

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Investment industry vets **Bill Kennedy** and **Craig Pfeiffer** have launched a new outsourced CIO (OCIO), **RiskBridge Advisors**, hoping to win over clients in the smaller end of the endowment and foundation market through the firm's enterprise-risk approach.

"There's a real need to help support the nonprofit, the philanthropic space, and really try to help them preserve and achieve the extraordinary outcomes that they have," says Kennedy, who serves as the company's CEO and CIO.

That's why his firm, he adds, is hoping to be a partner in the space, focusing on organizations with an endowment between \$25 million and \$75 million in assets, which "is maybe too small for some of the big OCIO firms out there," says Kennedy. The company is also trying to work with family offices, ideally those that have less than \$500 million in assets.

The Connecticut-based firm was originally launched in July. Beyond discretionary portfolio management, its services include customized research, model portfolios, and guidance and implementation for investment committees.

So far, RiskBridge is already servicing a handful of clients – one multi-family office and several smaller entities – in a consulting capacity, advising on risk and asset allocation, for instance. Kennedy and Pfeiffer have not onboarded an OCIO client yet but say they are in talks with organizations.

The firm's investment approach is centered around risk-based asset allocation, where determining an organization's enterprise risk, and then budgeting the portfolio accordingly, comes first, says Kennedy. Based on the risk budget, the organization will then sketch a version of the endowment model for that client. RiskBridge generally has a preference for long-only equities, long-only fixed income, as well as private market growth and private market income investments, Kennedy notes.

RiskBridge will invest endowments through separately managed accounts, instead of using a single pooled fund for all client assets.

After a wave of entries in the OCIO space several years ago, the launch environment for providers has been more muted in the past couple of years. The **Multilateral Endowment Management Company**, a spinout from the **Oklahoma State University Foundation** under CIO **Ryan Tidwell**, has been one of the few groups that set up shop in the past two years, [as reported](#).

But OCIO search consultants say new boutiques still have an opportunity to gain market share, especially in the endowment and foundation world, which some professionals [say](#) has higher OCIO growth projections than the comparatively saturated corporate pension segment.

“A lot of clients just don’t want to be with the big guys,” which means there’s demand for more niche-y boutiques, says **Brad Alford**, founder and principal of search firm [Alpha Capital Management](#). “We’re always looking for new ideas rather than the usual suspects,” he adds.

Other search consultants echo the sentiment.

“Whether OCIOs... or hedge funds – there’s always room for spinouts and new launches,” adds **Chris Cutler**, founder of search firm [Manager Analysis Services](#).

However, both search consultants say there are things new OCIO firms should keep in mind.

“Having a track record is always a good idea,” says Alford.

Cutler adds he would recommend any new shop have at least an initial slate of clients lined up before the launch.

“It’s such a crowded field already that they need to have a way to distinguish themselves and not take the risk of launching and not succeeding,” Cutler adds.

RiskBridge hopes to rely on its staff’s and advisory board’s network to solicit further clients in the coming months, as the founders, employees and advisers all bring years of investment experience with them.

Kennedy was previously the CIO of boutique private bank and wealth advisory firm [Fieldpoint Private](#), a job he held for over seven years. Before that, he was the CEO of global analytics and advisory at **Guy Carpenter**, and, prior to that, the CIO of **Century Atlantic Capital**, which he founded after a close to 12-year run at **Citi**, where he was the global director of research. He started his investment career in various analyst and portfolio manager roles at **Dupont** and subsidiaries, according to a [LinkedIn profile](#).

Pfeiffer, RiskBridge’s co-founder and chair of its advisory board, continues to serve as the president and CEO of [Money Management Institute](#), a role he has held for over five years. He previously spent almost three decades at [Morgan Stanley Smith Barney](#), which later became **Morgan Stanley Wealth Management**, and its predecessor firms.

Danielle DeLapp, who previously was a director and business manager for [UBS Asset Management](#)’s Americas group, joined RiskBridge in December as head of operations. **Joshua Kaufman** joined the firm in September as an investment analyst, after serving as a quantitative analyst for Fieldpoint Private.

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