

Position Specification



CAPITAL | **AMERICAN**
GROUP[®] | **FUNDS**[®]

ETF Sales Specialist

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herman
AND ASSOCIATES

Integrity. Quality. Success.

Organization

Founded in 1931, the Capital Group (“Capital”) is one of the oldest and most respected investment firms in the country. For 90 years, they have followed a consistent philosophy developed by their founder, Jonathan Bell Lovelace. His groundbreaking approach emphasized fundamental research from which investors would always benefit. The focus on long-term results allows shareholders to ultimately achieve their goals.

Capital is also one of the world’s largest and most trusted investment management firms, managing approximately \$2.3 trillion in assets on behalf of more than 60 million individual and institutional investor accounts in 29 offices around the world. With 7,800 associates in offices across Asia, Australia, Europe, and the Americas, Capital strives to improve people’s lives through successful investing. Capital Group manages American Funds Distributors, Inc. (American Funds or AFD), one of the nation’s largest mutual fund families. Their funds are distributed through financial professionals because they believe all investors benefit from ongoing professional advice.

Capital Group offers a range of products, including more than 40 mutual funds, known as the American Funds®, as well as separately managed accounts (collective investment trusts) and high net worth investment services. In addition, they offer the American Funds Target Date Retirement Series (available for IRAs and tax-deferred retirement plans), college savings plans, and a full line of retirement plan solutions. Regardless of investment objectives, all of their funds are managed with careful attention to risk.

The company’s unique combination of strengths includes these three factors:

- Consistent approach. The Capital Group/American Funds bases their decisions on a long-term perspective. Their portfolio counselors average 27 years of experience and 22 years at the company.
- Proven system. The Capital Group/AFD system combines individual accountability with teamwork. They divide portfolios into segments, each run by an individual manager. The managers represent a diverse set of backgrounds, styles, and approaches. Typically, each is personally invested in the portfolios they manage. This diversity creates the potential for portfolios to fare well in a variety of market conditions.
- Superior long-term track record. The Capital Group/AFD’s funds have beaten their Lipper peer indexes as follows: equity funds, 93% of 10-year periods and 98% of 20-year periods; fixed income funds, 80% of 10-year periods and 80% of 20-year periods. Their fund management fees have consistently been among the lowest in the industry.

Territory and The Opportunity

Based in the central part of the country, ideally in Texas, Chicago, or Kansas City, the Exchange-Traded Funds (ETF) Sales Specialist will lead ETF sales initiatives across all sales channel segments, identifying firm and firm representatives' needs and coordinating efforts to serve those needs. Aligned to the Cross Channel Central, South Central, and North Central Divisions, this territory will reach from Texas up to Chicago. Within the territory, the Specialist will actively participate as an ETF sales and investment resource for sales force members. This individual will excel at delivering motivational and informative presentations. The successful ETF Sales Specialist will be driven by setting goals and measuring their performance against them. This well-rounded collaborator will work skillfully with other senior sales force members to identify opportunities for better investor outcomes.

Prioritizing the safety of all Capital Group's associates as well as valued clients, the American Funds Distributors sales force continues to work remotely. All sales related initiatives are being conducted virtually with strong results; the firm has been able to deliver—impacting, inspiring, and influencing their clients during these unprecedented times. The sales force currently benefits from significant support and generous work-from-home benefits that improve associates' ability to work effectively in a virtual environment. Finally, this is consistently being evaluated, with associate and client safety at the forefront of decision making.

Position Overview

The ETF Sales Specialist role is a field-based sales associate aligned with Capital Group's Divisional Sales teams who will report to the Senior Vice President-Head of ETF Sales. The position will work closely with ETF Product Management, the Capital Markets Team, as well as the Equity and Fixed Income Investment Groups. As the field-based ETF-focused sales associate, this professional will be responsible for delivering point of sale expertise in representing Capital Group/American Funds' ETF strategies to financial advisors and ETF strategists.

Specific Responsibilities

- Partner with the Head of ETF Sales to identify, prioritize, and schedule territory travel.
- Be accountable for ETF sales goals for sales force partners within the geographical responsibility.
- This includes gaining an understanding of and prioritizing highest opportunity zones and coverage frequency within the territory.
- Actively participate as an ETF sales and investment resource for sales force members in their territories. It is expected the position will require a minimum of two to three days of weekly territory travel.

- Serve as an ETF sales consultant for division management, as well as internal and external sales force members.
- Actively participate as an ETF sales and investment resource for divisional, regional, and national sales force meetings.
- Coordinate with divisional and national sales management in representing ETF across a variety of venues, to include national, regional, as well as home office meetings/conferences.
- Work with internal and external sales force management to establish a schedule and syllabus for site-based ETF training. Coordinate and participate in regularly scheduled site-based ETF investment and sales training.
- Coordinate delivery of relevant information and data on the general and fund specific competitive landscape. Some writing on ETF related topics may be required.
- Be an ETF business intelligence resource for division sales management as well as the internal and external sales force.
- Work closely with the Head of ETF Sales and sales force management on the creation and/or deployment of the ETF Sales and Marketing plan.
- Help build and deliver all training to external Sales Force Members in Wealth Management.
- Act as a resource to marketing and product for field intelligence regarding effectiveness of messaging and product positioning.

Required Knowledge, Skills, & Success Attributes

The successful candidate will be an experienced professional who has a proven track record in buy side distribution, a broad knowledge of ETF products, and the demonstrated ability to build long-term relationships and influence others. **Ideally, this individual will come from another investment management firm and will be a subject matter expert for the ETF market.**

Additionally, the Specialist will wholly embrace American Funds and Capital Group's philosophy around investing, which is based on successful, long-term fund management. They should share in the company's commitment to increasing sales within this framework, embracing long-term relationship building, teamwork, the highest professional integrity, and an unwavering commitment to the shareholder.

Expected qualifications include:

- A minimum of five to seven years of ETF experience in a selling role with a successful track record of raising ETF assets in a new platform roll out. It is preferred that the candidate holds a CIMA or CFP designation.
- Ability to adapt and thrive in a startup opportunity within a large, world class asset management firm.
- Exceptional interpersonal, written, and verbal communications skills, blended with the ability to be an effective, engaged, and interested listener. Social as well as emotional intelligence and proven effectiveness at building long-term partnerships in order to extend the reach of the firm's market share. An adept presenter, this individual will be able to make a compelling case to audiences.

- Strong analytical and critical thinking skills with the ability to analyze opportunities and issues, then recommend business solutions. This includes the aptitude to think long-term, assess changing business conditions and risks, and pivot as necessary.
- A background supported by strong training combined with a current focus on achievement, self-improvement, and a drive to take initiative while demonstrating sound judgment and patience.
- The ability to develop, prioritize, and implement best practices. This appropriately competitive sales leader will possess the highest standards of excellence and organizational skills, while balancing the day-to-day needs of the organization.
- A leadership style that is approachable, purposeful, informative, and open. The American Funds culture encourages the utmost integrity as well as the highest standards of professional conduct.
- Highly energetic, forward thinking, and hands-on with a strong work ethic, as well as an enthusiastic and passionate approach to work.
- The ability to exercise tact in dealing with sensitive, nuanced, and confidential issues and situations.
- The culture of Capital Group/American Funds dictates that the successful candidate will have a long-term approach to their work and be willing to commit to this role for a meaningful period of time.

Education

The successful candidate will hold a bachelor's degree.

Contact

Interested candidates should submit a resume reflecting work experience from college forward, providing accomplishments and verifiable results tied to recent and/or prior positions.

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