

Position Specification



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

ETF Specialist

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herman
AND ASSOCIATES

Integrity. Quality. Success.

Organization

Founded in 1931, Capital Group (“Capital”) is one of the world’s largest and most trusted investment management firms, managing approximately \$2.6 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 takes great pride in helping millions of investors around the globe fulfill their dreams and financial goals. The firm assists millions of people in achieving financial outcomes that are otherwise unobtainable on their own from home ownership and higher education to a comfortable retirement. It has always been essential to Capital’s business to espouse values that include mutual respect, fairness, and integrity. The diversity of Capital’s associates and the breadth of their experiences is a cornerstone of the firm’s success.

Private ownership is key to the organization, allowing the firm to focus on the long term even if its views prove unpopular in the short term. The firm’s financial position is managed conservatively to ensure financial strength through market cycles, and is committed to sustainable, balanced growth while maintaining healthy profitability. Capital strives to fulfill its obligation as stewards and do what is best for clients over time, with due consideration for associates and Capital Group shareholders.

The Capital organization is composed of groups that perform securities analysis and portfolio management, market and distribute the organization’s investment products, provide service and operational support, and manage the firm’s large technology infrastructure. 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. Clients include institutions such as public and corporate retirement plans (defined benefit and defined contribution), endowments and foundations, sovereign wealth funds, financial institutions, retail investors (who invest via the American Funds mutual fund family in the U.S.), and high-net-worth individuals (served by the Private Client Services group).

Investment Approach

Capital’s core mission is to improve people’s lives through successful investing. To accomplish this, the firm invests clients’ assets based on rigorous research and careful attention to risk. The firm believes that active investing (picking individual securities as opposed to indexing), provided by the right managers at the right price, produces significant advantages to investors over the long term. The job of the long-term active manager is to look for value in enough places to help investors do better than the market average over meaningful periods of time. Capital’s track record speaks for itself and the firm takes pride in the level of transparency both in investment results and the cost to the investor for Capital to achieve those results. Capital has consistently been among the lowest-cost fund managers, comparable to many passive providers. The firm’s portfolio managers are among the most experienced in the industry, with an average of 27 years of industry experience and 22 years of experience at Capital.

Over several decades, Capital has developed a unique approach to portfolio management that shuns the “star system” in favor of a multi-manager structure called The Capital System. With each investment offering, the firm begins by defining a clear investment objective and assembling a diverse team of portfolio managers and investment research analysts best equipped to pursue the universe of investment opportunities available. The Capital System is designed to enable individual investment professionals to act on their highest convictions, while limiting the risk associated with isolated decision-making. Funds using The Capital System are divided into portions that are managed independently by investment professionals with diverse backgrounds, ages, and investment approaches.

Capital’s commitment to a consistent and thoughtful approach to investing is reflected in strong financial results for the firm. Indeed, 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.

Industry Recognition

American Funds has been acknowledged by Morningstar for exemplary stewardship that puts investors’ interests first, celebrating what they recognize as an elite investment and commercial culture. In fact, Morningstar has nominated Capital Group for their Exemplary Steward Award for the last three consecutive years. In the announcement of the 2021 nomination, Morningstar acknowledged Capital Group’s “long history of doing right by investors,” transparency around mutual fund pricing, and a system that “has translated into performance characterized by more-limited volatility and downside than many competitors”; at the same time, the firm’s plethora of talented investors has also led to superior investment results over very long stretches.”

In 2021, seven American Funds were included in the Morningstar® FundInvestorSM “The Thrilling 37” list. Morningstar’s review of more than 8,000 mutual funds identified 37 funds screened for criteria that include expense ratio, manager ownership, risk rating, parent rating, and returns. This followed the selection of seven American Funds by Morningstar for their “The Thrilling 36” in December 2020, eight for their “The Thrilling 34” list in March of that year, and eight funds that were included in the organization’s “28 Terrific Funds” list in 2018.

American Funds won 20 Refinitiv Lipper Fund Awards in 2021, recognizing [American Funds Target Date Retirement Series®](#), [American Funds Strategic Bond FundSM](#), and [SMALLCAP World Fund®](#). The annual Lipper Fund Awards recognize fund families and individual mutual funds that, relative to their peers, have achieved consistently strong risk-adjusted three-, five-, and ten-year results. This marks the 13th consecutive year that American Funds has taken home multiple Refinitiv Lipper awards, including 13 awards in 2020.

Philanthropy

Just as Capital seeks to make a difference in the lives of investors, the firm encourages associates to make a difference in their communities. Capital has a strong tradition of service and philanthropy. Each year, associates personally support nearly 3,600 nonprofit organizations through donations and volunteer work. In turn, Capital Group and its charitable foundation enhance that support with funding through grants and matching gifts. During the past 10 years, Capital has contributed more than \$250 million to charitable organizations.

Culture

Capital's operating principles and devotion to clients' objectives are also reflected in the firm's culture. Capital strives to stay humble by recognizing how difficult it is to achieve superior results for clients and that any success is due to the hard work of talented and unique individuals working together. It is a core tenet of Capital's culture to do the right thing as a matter of principle, not just in observance of policy.

The work environment at Capital is collegial, intellectually rigorous, and honest. Everyone is expected to contribute both as an individual and as a member of a team. Another distinct hallmark of Capital's philosophy is its focus on long-term investment results, relationship management, and the stewardship of the organization itself. After 90 years, Capital remains a vibrant and dynamic organization engaged in continuously improving the way it operates, aligning its strengths as an asset manager to the needs of investors around the world.

Capital fosters an environment of mutual respect. The firm values diversity of backgrounds, beliefs, and viewpoints and encourages all associates to participate in discussions. The firm is built on fundamental values that shape decision-making and the way Capital interacts with clients, investors, and one another:

Integrity: They strive to do what's right, no matter what.

Respect for individuals: They treat people fairly and embrace their diversity.

Collaboration: They work openly and constructively together.

Humility: Their focus is on their clients, not themselves.

Long-term focus: They act with the long-term interests of their clients in mind.

Rigorous analysis: They make decisions based on evaluation of sound research.

Consistency: They can be counted on to act in a predictable manner.

Accountability: They take responsibility for their actions and deliver what is agreed upon.

This is an exciting time to join Capital. The firm is making significant investments in the future, as evidenced by the many initiatives underway across the organization to enhance competitive positioning, improve the way the firm operates, and, ultimately, provide superior investment results and service to clients and investors.

The organization was named one of the Best Places to Work in 2018 and again in 2022 among large U.S. companies in [Glassdoor's Employees' Choice Award](#). The recognition was derived from reviews submitted by current and former Capital Group employees who rated the organization on workplace attributes, including career opportunities, compensation, benefits, culture, values, senior management, work/life balance, and six-month business outlook.

Additional Information

Additional information on the company can be found at www.thecapitalgroup.com/us/ and www.americanfunds.com, as well as    .

Territory and The Opportunity

Based in a major metro market within this territory, the Exchange-Traded Funds (ETF) Specialist will lead ETF sales initiatives across all sales channel segments, identifying firm and firm representatives' needs and coordinating efforts to serve those needs. This territory will reach from Kansas, Oklahoma, and Texas in the west to include Missouri, Arkansas, Louisiana, Mississippi, and Alabama, as well as Florida, Georgia, and the Carolinas. Within the territory, the Specialist will actively participate as a subject matter expert for ETF sales supporting 27 sales force members in the South Central and Southeast covering cross channel and wirehouse advisors, as well as RIAs. This individual will round out the team of ETF Specialists covering the country; current associates are based in Los Angeles, Philadelphia, and Chicago covering the western, eastern, and central parts of the nation respectively.

This individual will excel at delivering motivational and informative presentations. The successful ETF Specialist will also 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 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, Paul Santoro. 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.
- 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 continued refinement of the 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 in 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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