

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

By Aziza Kasumov January 15, 2021

“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.

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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.