

Press Release  
FOR IMMEDIATE RELEASE

**IMEA Selects FUSE to Advance New Initiatives**  
*Partnership Will Enhance & Expand Value to Members*

(Needham, MA, July 6, 2023) – The Investment Management Education Alliance (IMEA), a prominent trade group for the investment management industry, is excited to announce that effective July 1, management of the association has transitioned to FUSE Research Network LLC (FUSE). As part of a broader plan to enhance the value delivered to IMEA’s members and partners, the trade group’s Executive Committee selected FUSE to implement programs that deepen member engagement and expand participation.

This strategic move will allow IMEA to leverage FUSE's deep industry knowledge, robust network and resources to increase the overall value delivered to its members. “IMEA is excited about this new chapter and remains committed to serving as the premier hub for education, knowledge sharing, networking, and collaboration within the investment management industry,” said John McDonough, IMEA Chair and Head of Americas Distribution at Invesco. “Members can expect an even more vibrant and valuable IMEA experience under the stewardship of FUSE.”

Day-to-day operations of the trade association will remain unchanged as Kimber Lintz has joined FUSE to continue in her role as IMEA’s Executive Director. Kimber has dedicated over 30 years to IMEA, witnessing its progression from the Mutual Fund Education Alliance to the IMEA. “I am excited to expand upon the unique set of member benefits IMEA has provided for more than 50 years,” said Kimber. Those include in-person council meetings and topic-specific Roundtables; member-driven initiatives; networking events; IMEA’s Executive Council program; the highly regarded STAR Awards program recognizing marketing excellence; and unique access to major industry partners including Broadridge, ISS, Seismic, Corporate Insight and SS&C.

The transition positions IMEA to evolve its services and enrich member experiences in response to the dynamic changes, challenges, and opportunities occurring in the investment management marketplace. Philanthropic activities will be introduced and educational initiatives will be reimagined, delivering cutting-edge content and interactive tools. Neil Bathon, Managing Partner of FUSE, said “I am excited to help IMEA achieve its goal of delivering the best overall experience of any organization serving the investment industry.” An expanded Executive Council Program and new Committees will provide additional opportunities for executives with specialized expertise to collaborate and identify best practices. Furthermore, IMEA members will benefit from additional public relations support and hiring assistance - empowering them to thrive in an increasingly competitive marketplace.

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Please reach out to any of the contacts below if you have questions.

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**About IMEA:** *The Investment Management Education Alliance (IMEA) is a leading trade group dedicated to advancing the asset management industry through education, collaboration, and innovation. IMEA provides a platform for industry professionals to connect, exchange ideas, and stay informed about the latest developments in investment management. With a commitment to excellence and member-driven initiatives, IMEA continues to be a trusted resource and advocate for its diverse membership base. For more information, visit [www.imeaconnect.com](http://www.imeaconnect.com).*

**About FUSE:** *FUSE was launched in 2008 to deliver tactical decision support that improves the effectiveness of the sales, national accounts, marketing and product functions at investment management firms. To deliver on its unique value proposition, FUSE has built a decision support team that is unparalleled in its ability to deliver practical and actionable guidance in response to client challenges. By carefully cultivating a network of industry contacts from all facets of the business, FUSE is able to deliver solutions that go well beyond traditional business intelligence offerings. [www.fuse-research.com](http://www.fuse-research.com)*