

Press Release

FOR IMMEDIATE RELEASE

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FUSE Shifts Into Domination Phase of Strategic Plan

Addition of Deb Wetherbee Creates Industry's Top Business Development Team

January 30, 2024, Needham, MA – FUSE Research Network, the leading force in delivering tactical decision support for investment firms, is ecstatic to announce the appointment of Deborah Wetherbee as Senior Business Development Director, signaling a significant enhancement of the company's client acquisition capabilities. In this position, Wetherbee will be a pivotal contributor to the execution of FUSE's sales plan, helping to guide the company's growth trajectory to record levels. In addition to driving FUSE's client-centric focus, Wetherbee will also play an essential role in supporting Investment Management Education Alliance (IMEA) member expansion activities.

With three decades of industry experience and a proven track record in building deep relationships across asset managers of all types and sizes, Wetherbee brings a wealth of practical expertise to FUSE having spent the early part of her career at Nuveen and Natixis. T. Neil Bathon, Managing Partner at FUSE, stated, "Deb has a remarkable ability to identify client needs and find solutions – and her client-first approach aligns perfectly with the FUSE culture."

Wetherbee, a talented sales executive with previous senior positions at well-known organizations such as Financial Research Corporation, Kasina (now SS&C), Asset TV, and White Marble Consulting, will report to Jason Heinhorst, Partner at FUSE. In this role, she will lead business development efforts for several FUSE offerings, including the newly-launched Advisor Insights Custom Survey service.

Wetherbee's responsibilities extend beyond FUSE, as she will be dedicating equal time executing the growth plan that FUSE is tasked with implementing for the Investment Management Education Alliance (IMEA). In collaboration with the IMEA team, Deb will work directly with investment managers and service firms to build IMEA's membership and to achieve the goals for new partnerships.

"With her accomplished business development skills and established senior-level relationships, I'm thrilled to welcome Deb. IMEA has several new initiatives planned in 2024 as a result of the recent transition to FUSE as the management company. Deb's industry knowledge and relationships will be success factors in IMEA's ongoing evolution," added Kimber Lintz, Executive Director of the IMEA. "She will strengthen our existing partnerships and forge new connections, ensuring that IMEA remains the strongest, most influential community of investment managers."

Wetherbee said, "I'm excited to partner with the amazing FUSE and IMEA teams to support the needs of their clients and grow their respective businesses. I'm looking forward to working with both to unlock new possibilities and solidify their positions as the industry's preeminent leaders."



[About FUSE Research Network LLC](#)

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.

[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.

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