

Deborah Fuhr

**Partner & Co-founder
ETF Global Insight**



Deborah Fuhr is a partner and co-founder of ETF Global Insight, an independent research and consultancy firm established in early 2012 aimed at providing services to the rapidly expanding global Exchange Traded Fund (ETF) industry and investors. The firm is focused on providing thought leadership, publishing independent research on the industry, products, applications, competitor analysis, providing education and assistance to investors on product comparison, asset allocation implementation and offering customised research.

Previously she was the Global Head of ETF Research and Implementation Strategy and a Managing Director at BlackRock and Barclays Global Investors from Sept 2008 – Oct 2011. Under Ms Fuhr's guidance, BlackRock's Global ETF Research and Implementation Strategy team was responsible for advising clients on the implementation of asset allocation strategies using ETFs, producing analysis and guidebooks on the global ETF industry. In addition, the team designed and produced the comprehensive ETF Landscape weekly, monthly and quarterly industry reports, which covered trends and insights from the global industry, and on developing and implementing asset allocation strategies using ETFs. The team won a number of awards for their reports. These reports were distributed to BlackRock's wide range of institutional and intermediary based clients at no cost.

Ms Fuhr was based in BlackRock's London office. However, she spent a significant portion of her time working with BlackRock's extensive client base in Europe and North America, as well as in BlackRock's rapidly developing markets such as Australasia, Latin America and the Middle East.

Prior to joining BlackRock in September 2008 Ms Fuhr spent the prior 11 years working at Morgan Stanley. She was a Managing Director and head of the Investment Strategies Group at Morgan Stanley based in London. The unit advised institutional investors globally and wrote on the implementation and strategy on the use of Delta products - including Exchange Traded Funds (ETFs) on equity, fixed income and commodity indices globally, OPALS (Optimised Portfolios As Listed Securities), certificates, swaps, futures, out-performance trades, securities lending and yield enhancement trades.

The group has won the award for most useful ETF Research by investors in Europe and the Americas 6 times and by investors in Asia Pacific and Africa 4 times, in an annual global survey conducted by ExchangeTradedFunds.com, and for three years, Deborah has in the same survey won the award for the Greatest Overall Contribution to the development of the Global ETF industry. In 2011, Deborah also received an award for her contribution to the ETF sector in 2010

at the Closed-End Funds and Global ETFs Forum in New York, while her team also won the award for Best ETF Research in a survey conducted by ETF Express.

In 2007, 2008 and 2009, Ms Fuhr was named as one of the Top 100 women in Finance, a distinguished list of the most influential women in European Finance, by Financial News and in 2010 was featured in Investors Chronicle's list of "150 People That Can Make You Money", a list which examined investment professionals in emerging markets, the world's financiers, economists, politicians and regulators, corporate game changers and big money managers worldwide.

She is on the Editorial Board of the Journal of Indexes (USA) and Journal of Indexes Europe, the Advisory Board for The Journal of Index Investing, FTSE ICB Advisory Committee, and the International Advisory Committee (IAC) for the Egyptian Stock Exchange, as well as the University Of Connecticut School Of Business International Advisory Board.

She has an MBA from the JL Kellogg Graduate School of Management, Northwestern University, and Bachelor of Science from the University of Connecticut.