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Peter Birk, CFA, Joins Highland Associates as Vice President
Highland Executes on Growth Strategy in the Midwest

BIRMINGHAM, Ala. – January 15, 2019 Highland Associates, a leading independent institutional investment adviser, announces the hire of Peter Birk, CFA, as vice president of its consulting group. He will join the firm's St. Louis office and work in an advisory role with its institutional client base. Mr. Birk joins Highland following stops at Mercer and Summit Strategies Group.

The decision to add staff in the fourth quarter was a key strategic decision made by Highland's management team. "Our institutional business in our OCIO and traditional advisory service mix reached an inflection point requiring additional staff. We see the demand for bespoke advisory services as steady," says Trey Echols, CEO. "Peter is the perfect fit for our culture and team. We will continue to opportunistically add great talent to continue our growth."

Highland's focus on growing its presence in St. Louis is due to its depth of talent in investment research and consulting. "The city's metropolitan area has long been a source of talent in banking, investments, and research services. We are very much excited about being there and what lies ahead for us," Echols adds.

Mr. Birk brings a diverse set of experiences to the team having already worked for an institutional investment consultant and for a multi-family office. His analytical work in private markets and portfolio construction accelerated his career path. "We are excited to have Peter aboard," says Eric Ralph, managing director and leader of the St. Louis office. "Our growing practice here is well positioned to capture enormous potential that we see ahead."

Mr. Birk marks the firm's 13th CFA charterholder and bolsters its consulting team with his mix of research and investment consulting talent. Highland will focus his efforts on client service support, new business acquisition, and leadership development.

About Highland Associates:

Highland Associates is a leading institutional investment firm that provides objective, research-driven investment counsel to not-for-profit healthcare entities and mission-based organizations. Our hyper-awareness of financial market dynamics, seasoned industry knowledge, and commitment to due diligence inform our forward-looking and customized investment management programs. Highland Associates was founded in 1987 and advises clients nationwide. For more information, visit highlandassoc.com.

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