

# Financial Advisor Trader Personas

Amanda Long, 2020

# Low Volume Trader

## Helena

“I’m a boots-on-the-ground type trader. My trades are basic, nothing exotic, and definitely no options. But my Type-A puzzle brain loves figuring out where the trades fit (into client accounts).”



AUM	\$137M
Segment	Core
# of Employees	3
Multi-custodial?	No

### Summary

Helena wears many hats at her firm. She is the Operations Manager, interacts with clients, helps with portfolio administration, and executes all of the trading. She generally purchases at the master account level, allocates across her clients, and holds on to her investments.

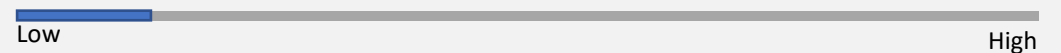
### Priorities

- Executing and allocating her firm’s trades correctly
- Keeping her office running smoothly while keeping costs down
- Maintaining her clients’ trust

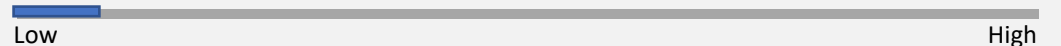
### Frustrations

- With her multiple work duties she often has trouble getting everything done
- Her firm can’t afford the 3<sup>rd</sup> party software that would make her job easier
- It’s hard for her to take a day off since there isn’t anyone at the office who can cover for her

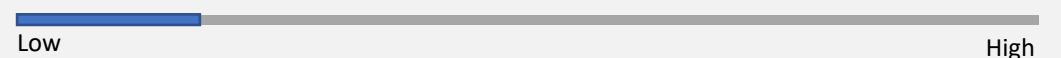
### Trade Volume



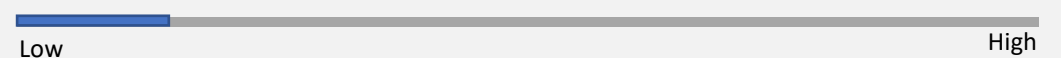
### Complexity of Trades



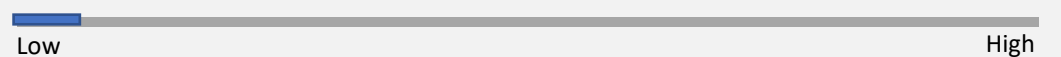
### Number of Accounts



### Time Spent Trading



### Use of 3rd Party Software



# Mid Volume Trader

## Max



“Every day I strive to do my best for my clients. They are giving me their money and their trust. Their concerns are my concerns.”

AUM	\$2.8B
Segment	Premium
# of Employees	65
Multi-custodial?	Yes

### Summary

Max is a Portfolio Manager (1 of 5 at his firm) and is responsible for trading his own accounts. He splits his time between interacting with clients and trading. He builds models for his accounts and uses Tamarac’s rebalancing tool to keep them within parameters.

### Priorities

- Growing his business
- Streamlining his trading processes to scale
- Automating as many work flows as possible
- Doing his best for his clients

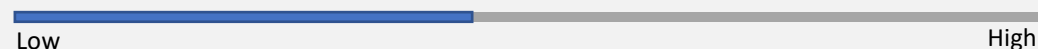
### Frustrations

- Working from home has made it more difficult to solicit new clients and manage existing ones
- Recent market volatility has doubled his workload and increased his stress
- Tech issues – particularly outages and latencies

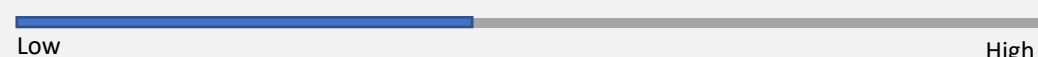
### Trade Volume



### Complexity of Trades



### Number of Accounts



### Time Spent Trading

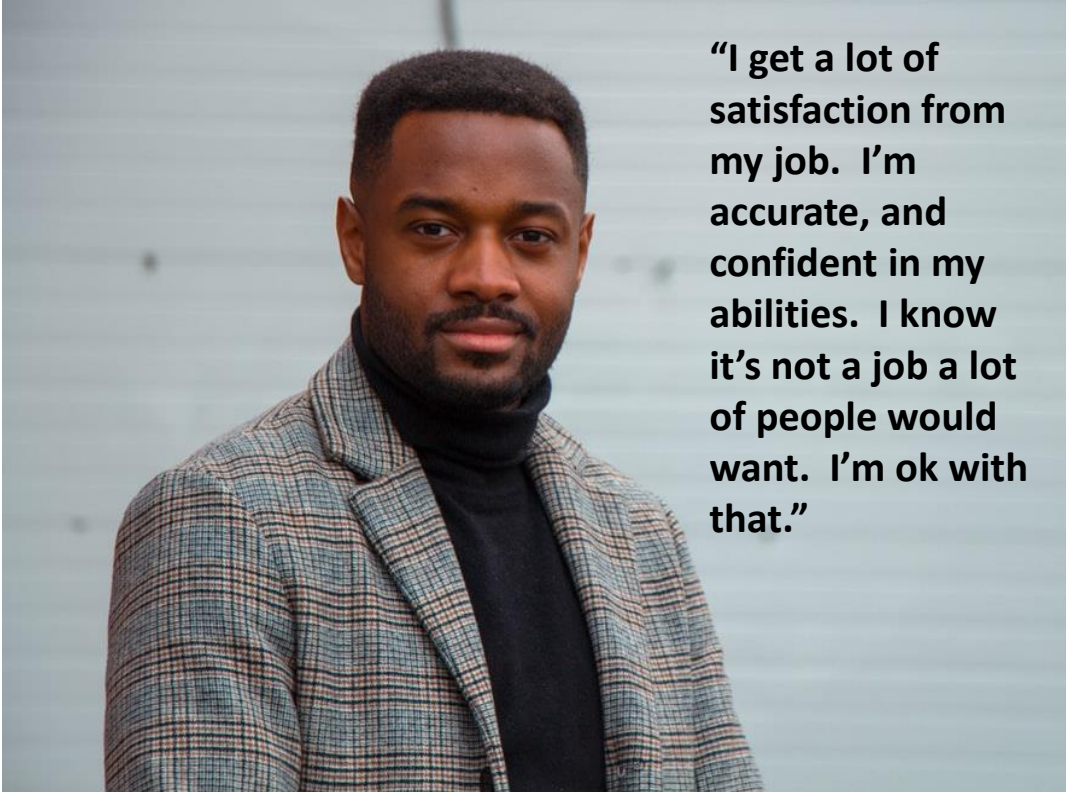


### Use of 3rd Party Software



# High Volume Trader

## Paul



**“I get a lot of satisfaction from my job. I’m accurate, and confident in my abilities. I know it’s not a job a lot of people would want. I’m ok with that.”**

AUM	\$45B
Segment	Premium
# of Employees	600
Multi-custodial?	Yes

### Summary

Paul is one of nine traders at a large money management firm. He is not involved in research or strategy and is supported by a five person Trading Operations Team. He is a tactical trader and executes hundreds of trades a day, many of them quite complex – multi-legged options, alternative investments, implementation of algorithms, etc.

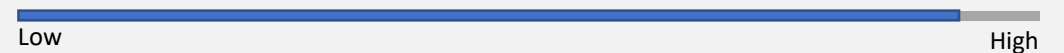
### Priorities

- Executing complex trades quickly and accurately to obtain/maintain tactical positions
- Easily monitoring trade positions in real time
- Getting promoted to head trader

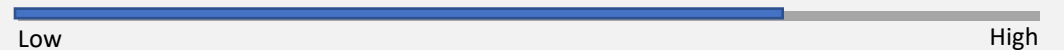
### Frustrations

- Cumbersome and time-consuming software workflows
- Software and platform outages and latency
- Difficulty of finding a third party software customizable enough to match the way his firm trades

### Trade Volume



### Complexity of Trades



### Number of Accounts



### Time Spent Trading



### Use of 3rd Party Software

