

# Meet the team



Alex Holmes  
Business Development Manager - North

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## When did your interest in financial markets start?

My interest in financial markets prompted me to enter the financial services industry in 2015. Their appeal is their complexity, the result of numerous factors, largely outside of any particular individual's/entities control.

## What did you study and why?

At University I studied a BA in Law. After entering the industry I completed my Postgraduate Diploma in Financial Planning and followed by a Post Grad Diploma in Investment Planning.

## What do you think equips you to do this job properly?

I have a natural affinity for building strong relationships. That, aligned with my technical knowledge in financial planning and having been on the other side of the fence as a private wealth manager, gives me quite unique insight into the needs of the advisor. In turn, I am able to position how we as an asset manager can best add value to advisor clients and their businesses.

## What do you love about investing?

I love the history and behavioral psychology of investing. By combining the two we can better understand how people react to different market and investment cycles. I think that by understanding how people react we can better engage around their investment needs and manage their expectations.

## What do you find the most challenging part of your role to be?

I would say the most challenging aspect of my role is positioning an exciting, growing brand against the, often-blind, loyalty that is shown to the established investments brands that have dominated the market historically.

## Why do you think clients will do well at Northstar?

Northstar has assembled a robust team with each individual being an expert in their position, knowing their role and how best to do it. We understand our responsibility to our clients and this means that with every investment decision made, every client process we handle, every query that we answer, we do so with our clients at the forefront of our mind, and to the very best of our ability.

# NORTHSTAR

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