



## Primary Global Adds New Distribution Channel

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**Primary Global Research**, an expert network, is expanding with a new information distribution channel. **Ward Carey**, senior partner for recruitment operations & business development, said the firm has started using the channel internally and will be offering it to clients in three weeks. The real-time information system allows investors and experts to work on investment strategies in an online interactive community. Carey said it is similar to **Twitter** in that clients can follow experts in sectors including healthcare, technology, clean tech and media and can also directly message them. "It allows investors to see that people care about their ideas and input," said Carey.

PGR has also just opened a New York office and launched new coverage areas. The office is located in midtown Manhattan and has already brought on four sales people and three vertical managers. Vertical managers match clients with the right experts within their coverage industries. **Evan Reich** will be managing financial services and real estate, **Lloyd Walmsley** will be managing the media & internet sector, and **Bryan Ciambella** will head PGR's reorganized energy & industrials and retail sectors. "We sensed that financial services were being under-serviced and real estate complements that sector," said Carey. PGR has a strong commodities network presence in China and Brazil and the firm wants to achieve that in the U.S. as well, he said. The vertical managers have already started linking experts with clients and recently held a conference call about **Apple's** new **iPad**.