

2020 Greenwich Leaders: U.S. Institutional Investment Management Service

Q1 2021

The 2020 Greenwich Quality Leaders in U.S. Institutional Investment Management Service are Baillie Gifford, NISA Investment Advisors and Western Asset Management. These asset managers have distinguished themselves from competitors by delivering superior levels of client service that help institutional investors achieve their investment goals and objectives.

Greenwich Quality Leaders — 2020



Overall U.S. Institutional Investment Management Service Quality

Investment Manager

Baillie Gifford
NISA Investment Advisors
Western Asset Management

Note: Based on interviews with 856 institutional investors. Quality leaders are listed in alphabetical order.

Source: Greenwich Associates 2020 U.S. Institutional Investors Study

Consultants [Andrew McCollum](#), [Davis Walmsley](#) and [Susan Gould](#) advise our investment management clients in the United States.

METHODOLOGY

Between July and October 2020, Greenwich Associates conducted interviews with 856 individuals from 704 of the largest tax-exempt funds in the United States. These U.S.-based institutional investors are corporate and union funds, public funds, and endowment and foundation funds, with either pension or investment pool assets greater than \$150 million. Study participants were asked to provide quantitative and qualitative evaluations of their asset management and investment consulting providers, including qualitative assessments of those firms soliciting their business and detailed information on important market trends.

The data reported in this document reflect solely the views reported to Greenwich Associates by the research participants. Interviewees may be asked about their use of and demand for financial products and services and about investment practices in relevant financial markets. Greenwich Associates compiles the data received, conducts statistical analysis and reviews for presentation purposes in order to produce the final results. Unless otherwise indicated, any opinions or market observations made are strictly our own.

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