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Building the Multi-Sport Manager

Using Metrics to Train, Compete and Win

October 28, 2019

Executive Summary:



Ironman triathletes are famous for using data and advanced training techniques to improve performance. In an era of increasing competition for assets, fee pressure and margin compression, this commitment to relentless and methodical improvement holds many lessons for asset management firms.

In order to rank among the best in Ironman triathlons or asset management, competitors must achieve world-class proficiency in not just one endeavor but across three separate disciplines. While triathletes must master the swim, bike and run, managers must compete in Distribution, Client Service and Investments.

In this Greenwich Report, we identify specific steps asset managers can take to “up their game” in all three of these areas by following the Ironman example of using precise and effective metrics to constantly measure performance and using the resulting data to continually optimize internal and client-facing functions.



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