



MANAGED FUNDS
ASSOCIATION

Press Release

FOR IMMEDIATE RELEASE
March 21, 2018

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Managed Funds Association Appoints Brooke Harlow as Chief Commercial Officer

WASHINGTON, D.C. -- MFA today announced that D. Brooke Harlow, currently Executive Vice President and Managing Director of Public Affairs, has been named Chief Commercial Officer, effective immediately. In her nine-year tenure with MFA, Brooke has held leadership roles across a number of functions, including public affairs, communications, and membership.

“Brooke’s many contributions to the programming content and revenue growth of our Association have been significant, and her leadership has helped expand our constituency to include major investors through the MFA Institutional Investor Advisory Council,” said MFA’s President and CEO Richard H. Baker. “Brooke’s new role as MFA’s first Chief Commercial Officer reflects her broad involvement in and impact on the strategy of the Association’s many important activities.”

Brooke will remain responsible for MFA’s Public Affairs team, which produces MFA’s industry leading conferences, forums, and seminars. She will continue to lead the Association’s relationships with the institutional investor community and continue to serve as Executive Director of the Center for Alternative Investment Education, MFA’s private foundation dedicated to enhancing the knowledge and understanding of alternative investments and the alternative investment industry.

Brooke joined MFA from Highbridge Capital Management, where she served as Managing Director of Communications and Public Affairs. In that capacity, Brooke was responsible for the corporate communications, marketing, branding, events, and public affairs operations at the firm and served as its spokesperson.

Prior to joining Highbridge, Brooke was a Vice President of Investment Bank Marketing and Communications at J.P. Morgan where she managed media relations for the global credit, emerging markets, and private equity businesses at the bank; served as head of marketing and communications for Latin America and as a member of the Latin American Investment Bank management committee; managed crisis communications for the investment bank; and, worked closely with members of the bank’s Operating Committee.

Brooke also was a senior associate at Burson-Marsteller in Washington, D.C., and worked at CNN as a field producer in the Washington, D.C. and Mexico City bureaus.

Brooke graduated from Yale University with a B.A. in American Studies and was selected as a Rotary Scholar and studied at El Colegio de Mexico in Mexico City, Mexico as part of their Masters in International Relations program.

Brooke is a life member of the Council on Foreign Relations and a Board Member of Surgeons OverSeas and the Women’s Board of the Boys Club of New York. She is also an advisor to the Center for Public Leadership at the John F. Kennedy School of Government at Harvard University.

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