

THE COLUMNISTS

JPM asks six performance professionals to weigh in on a single topic.
If you could be or do anything else other than performance measurement,
what would it be and why?



KATE
BAIRD

This is a great question as I inadvertently fell into performance measurement after getting a degree in business with a computer science, art, and english minor in the '80s. I declared I wouldn't do anything with software or finance. Yet it's all I've ever done for nearly 40 years, which is a great surprise to me. There have been interesting problems to solve and stories to tell with data. However, I would have liked to have been an architect as that engaged my more creative side. I've always drawn floorplans and enjoyed all that goes with planning spaces. However, at the time, I was worried about the numbers, which in hindsight was silly. Now I have visions of being a professional painter and potter and maybe building one home to live in.

Kate Baird, GM Wealth Services. My business aligns First Rate's performance and client reporting solutions with the needs of large, complex wealth firms.



ANDREW
KOPHAMEL

Growing up, and being of a certain generation, I dreamt of being an archaeologist aplomb with fedora and whip. Alas, there wasn't much call for Indiana Jones in the South of England, so the school career adviser pointed me toward a career as a Barrister (attorney) instead, mostly, I think, on the back of my (ahem) argumentative debating style.

If I am honest, I have never been one to plan career choices in detail. I have been lucky - or easily pleased, I'm not sure. I don't require grand titles or prestigious offices, and am happy in a job as long as I am kept busy and if I can find something interesting in it. Of all the things I could have fallen in to, performance has really been quite generous to me.

Andrew Kophamel looks after Performance and Data for APAC at abdn, and now based in Sydney, Australia.



TOM
PETERS

If I could do anything other than my current job, I would be an audio recording engineer. I've always been interested in music. As a child, my parents required all nine of their children to take lessons to play a musical instrument or sing. I learned to play the piano, clarinet, and barisax. As an adult, I've found joy in recording. Pre-covid, I was recording about 20 events a year. These were typically events at local schools and churches, as well as student auditions. Like performance measurement, audio recording can be highly analytical. Choice of microphones, stereo arrays, placement, follow-up editing, and mastering all have pros and cons that need to be analyzed to make for a quality recording.

Tom Peters leads Kreischer Miller's Investment Industry Group, which provides GIPS Verification, as well as audit and tax services for investment advisors, investment funds, institutional investors, and brokers.



SHELLEY
RUSSO

If I was not working in performance measurement I think I'd be interested in a career that was associated with athletics. As a former three sport athlete in high school, and after playing Division-3 college basketball at Western New England, I think it would be fun to be involved with young athletes in some way. Perhaps teaching and coaching or even sports medicine to help injured athletes get back to the sport they love. I have always loved coaching sports clinics and camps growing up, and interacting and meeting new children and young adults.

Shelley Russo, CIPM is a Lead Investment Analyst in the Investment Reporting group at Symetra Investment Management Co.



JILL
SHAW

I actually only moonlight as a performance measurement specialist these days. About 15 years ago I left the space to go back to business school, and returned in an investment portfolio management role. As a Private Investments Director, I source private investments ideas across venture capital, growth equity, buyouts, and private real assets. I then build and manage portfolios of those best ideas for the non-profit institutions that I work with, largely on a discretionary basis. I enjoy this work tremendously, because it allows me to have an impact in growing these organizations that are aspiring to make the world a better place, and I'm able to do this by facilitating investments in ground-breaking technologies and company transformations that ultimately drive stronger returns than can typically be achieved in public markets.

Jill Shaw is a Managing Director at Cambridge Associates and has more than 17 years of investment experience.



ELSKE
VAN DE BURGT

For some years now my task has been to manage a global team of professionals. Together we developed a PMA software solution which we deploy to a wide range of clients. We encourage our clients to get the most out of our solution by implementation help and ongoing support. I love mentoring team members so they grow and flourish.

This translates into elements that are important to me, and would definitely be a part of another role; cultural diversity, human interaction, and ongoing care. And of course a tiny bit of nerdiness, because I really enjoy working with whizz kids. These elements also combine into a job as math teacher at an international school, professional holiday or travel planner, or even closer to my current role, a financial advisor. Please reach out if you have other suggestions you feel fit me!

Elske van de Burgt, CFA holds a Master degree in econometrics. Since joining Ortec Finance in 1997 she has worked with many global clients in PMA and risk.