

House of Reach Paces Forward

Stockholm (HedgeNordic) – Fund distribution specialist House of Reach has expanded its team with two new appointments. Helena Nieckels will join House of Reach as Relationship Manager and Advisor, while Jannis Asdres will join the Sweden-based firm as Partner and Advisor.

“As the world moves into uncharted territory, our ambition to creating long-term value for our clients through superior fund distribution power and strategic advice remains,” says Peter Dahlgren (*pictured*), Managing Partner at House of Reach, in a press release. “We stand by our clients also in this challenging time. We are building new strategic capacity and know-how through strong recruitments supporting our clients who are now moving through uncertain times.”

Helena Nieckels has solid experience in the financial industry with previous roles such as Business Development Manager at Allianz Global Investors, where she was responsible for wholesale distribution covering the Nordics and institutional investors. Before Allianz Global Investors, Nieckels had served as third-party distribution manager at Avanza, where she was responsible for all third-party distribution partners.

“Helena’s long experience, deep knowledge of the Nordic market and her tight relationships with Nordic institutions will be strongly beneficial for all our customers,” Dahlgren comments on the appointment of Nieckels. “Especially during this time of unknown circumstances, we need to work closely with our customers to revamp and adapt for a new normal when creating long term sustainable growth in the Nordics.”

Jannis Asdres, meanwhile, spent 18 years at Swedish pension fund AP3 as Senior Portfolio Manager running an independent alpha mandate, constructing absolute return portfolios and running a global credit portfolio. “Jannis possesses a very rare combination of both trading, asset management and advisory skills,” says Dahlgren. “Jannis is a true professional expert and will with his extensive experience of credit markets, and funding strategy contribute strongly with strategic advisory capabilities, especially now, to our House of Reach team,” Dahlgren comments on his appointment.