

Former AMP executive starts financial research service

FitzBiz is a new customised economic and financial research and knowledge management service established in April this year by Brindha Gunasingham, who for a number of years was with AMP Henderson Global Investors and was its Global Head of Research for the Private Capital division.

Ms Gunasingham said the FitzBiz service includes private equity research as well as economic analysis, econometric modeling, company research, valuations, industry studies, knowledge management services and related training.

FitzBiz will provide tailored economic and financial research and knowledge management solutions in a fast, accurate and well presented manner, she said.

FitzBiz's private equity research includes the private equity industry, specific transactions, specific investors, specific managers, legislative issues, and fund structures.

Ms Gunasingham said FitzBiz has three clients to date and a number of prospective clients.

For one recent private equity industry client, FitzBiz developed a product that provides ongoing macroeconomic analysis of trends and estimates covering a number of economies. This will assist the client with their long term investment decisions.

Ms Gunasingham has completed numerous research projects on specific companies and domestic and foreign industries to assist with private equity investment decisions. FitzBiz's detailed analyses of companies include the competitive environment in which they operate, the efficiency of their management, their future prospects and other issues that can assist with investment decisions.

Valuations of assets or investments, financial modeling, and analy-

ses of qualitative issues are also available.

In the area of econometric modeling, FitzBiz has developed an econometric model of the Australian economy to assess which industries are most susceptible to an economic downturn. In another project, FitzBiz assisted a client to design and test their portfolio management system.

FitzBiz can also train clients and their staff to improve their efficiency in conducting economic or financial analysis, and their knowledge management skills.

Ms Gunasingham has worked in Australian and UK private equity and investment banking. She has managed research teams in both sectors and has significant experience as an economic consultant, econometric researcher and investment banking analyst.

In her role at AMP Henderson Private Capital division, she conducted a significant amount of research into the private equity market, and assisted with investment decisions by undertaking company and industry research, economic analysis, and valuation work. She devised the global knowledge management strategy for the division, and designed a number of databases and research tools that were customised to suit user needs and work processes. She also provided training in research skills.

Prior to her role at AMP Henderson Global Investors, Ms Gunasingham spent a number of years as the Australasian Head of Research at PricewaterhouseCoopers Financial Advisory Services. She is a Chartered Financial Analyst charterholder. She has a Master of Arts Degree from the University of Cambridge, a Master of Science Degree in Economics with Special Reference to the Asia Pacific Region from the University of London and a Bachelor of Arts Honours Degree in Economics from the University of Cambridge. She is also a registered lecturer with the Securities Institute of Australia.

Further information 02 9439 2951