



**Position:** Director, ETF Strategist – Asset Manager Channel

**Legal Entity:** VESC

**Business Unit(s):** U.S. Sales

**Location:** Flexible on location

**Department:** ETF Distribution

**Reporting to:** Managing Director, ETF Strategist

**FLSA Status:** Exempt

**Summary:** The Director, ETF Strategist is responsible for driving business development and expanding ETF adoption within the Asset Manager Channel. This role requires a proactive approach in identifying and sourcing new opportunities, developing relationships with key decision-makers, and increasing market share among asset management clients. The ideal candidate will have deep industry knowledge and established relationships within the asset management channel. Given the national coverage of this role, a willingness to travel and actively prospect for new business is essential.

**Essential Duties and Responsibilities:**

Includes the following, other duties may be assigned as needed:

- Support the development and execution of the ETF business plan for the Asset Manager Channel, incorporating a segmented business approach by client type, opportunity, and geography.
- Partner with key accounts and external wholesalers to conduct joint meetings, both live and via video conference focusing on ETF opportunities and client engagement.
- Collaborate with asset manager clients to raise and retain ETF assets within the territory, serving as the primary resource for ETF related strategy and follow up.
- Maintain and enhance expertise in ETF fundamentals and institutional portfolio applicants to provide high-value support and insights.
- Employ a consultative sales approach to effectively position the VanEck value proposition in collaboration with asset manager clients.
- Act as a subject-matter expert on VanEck products, stay informed about existing offerings and new launches.
- Monitor the competitive landscape, maintaining a deep understanding of competitors and positioning within the asset manager space.
- Assist in aligning VanEck ETFs with client platforms, model portfolios, and strategies, providing actionable insights to enhance adoption and usage.
- Represent VanEck at regional industry conferences, roundtables, and institutional events to increase awareness and build relationships in the asset manager channel.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

**Qualifications**

- Proven experience working within the asset manager channel, with established relationships at key firms and a strong understanding of their business priorities and operational frameworks.

- Highly developed communication skills, both written and verbal, with the ability to present complex investment material effectively to institutional clients and asset managers.
- Strong analytical skills and a detail-oriented mindset, capable of understanding and articulating financial market nuances.
- High work ethic, self-motivation, and reliability, with a demonstrated drive to succeed in a fast-paced environment.
- Organized and adaptable, with strong technical and problem-solving skills.
- Ability to travel extensively on a national basis.

### **Education and/or Experience**

- Bachelor's degree preferably in Finance, Economics, or related discipline.
- Minimum of 5 years of relevant experience in financial services, with exposure to ETFs or related capital markets functions.
- Series 7 and 63 licenses are required.
- Technical proficiency, including investment acumen and strong understanding of financial markets and products.
- CIMA or CFA preferred but not required.

### **Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

- Professional demeanor
- Capacity for learning new procedures/ideas
- Motivation
- Enthusiasm

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