

Richard Fleischman and Associates (RFA) Names Julian Croxall to New Client Consultancy Post

11 August 2008

Richard Fleischman Associates (RFA), a leading provider of technology and IT services and the trusted technology advisor to more than 400 hedge funds and private equity firms, today announced that Julian Croxall has joined the company as the Director of Client Consulting.

In this newly created role at RFA, Mr. Croxall will direct the operation of a virtual CTO client consultancy in addition to developing new products and service offerings for RFA's technology and business development teams. He will also focus on business processes and strategic development for RFA.

Mr. Croxall is an 18-year IT veteran specializing in banking and trading environments and has a proven track record managing multi-million dollar global technology programs.

"Julian is a great addition to the RFA team. He brings excellent technical credentials and strong people skills to his new role as Director of Client Consulting," says Richard Fleischman, President of RFA. "Julian's many accomplishments in the banking and trading environments – combined with a deep knowledge of institutional banking – will be a tremendous asset to the continued development of RFA's technology initiatives."

Most recently, he held a senior technology management position at Merrill Lynch M Integration in New York where he directed technology for three multi-billion dollar hedge fund startups and a fund administrator, as well as Merrill Lynch's proprietary acquisitions, mergers, investments and divestitures.

Earlier in his career, Mr. Croxall held several technology management positions across Europe and North America at Credit Suisse First Boston and Morgan Stanley and founded two successful small businesses that provided technology services and application development to other industry sectors including telecoms, manufacturing, media and advertising.

"Julian is an accomplished industry veteran from Merrill Lynch who played a key role in the development of successful multi-billion dollar hedge funds. His industry knowledge and vast business experience will provide strategic guidance to our growing client base and reinforce RFA's position as the vendor of choice for firms in the alternative asset space," says Don Previti, Director of Business Development at RFA.