

## Charlie Ruffel joins Penbridge Advisors as Senior Advisor

M&A Advisor and Founder of *PLANSPONSOR*, *aiCIO* and other highly-regarded publications is an authority on pension plans, asset management and securities services issues

STAMFORD, CT, September 18, 2013 — Charles A. Ruffel has been retained by Penbridge Advisors as a senior advisor to help the company expand its pension risk transfer (PRT) business. His role at Penbridge will be to further the firm's relationships with plan sponsors and their advisors. He will also help the company expand the information side of its business which includes the industry's only PRT database.

Ruffel is the founding partner of Kudu Advisors, an M&A boutique which focuses on asset management. He has more than two decades of experience in the institutional investment industry, and was the founder and chief executive of Asset International (AI). AI's publications include *PLANSPONSOR*, *PLANADVISER*, *Global Custodian* and *aiCIO*; it was sold to a private equity firm in 2010. He serves as a trustee for Charles Schwab's ETF funds, and is on a number of other boards.

"Corporate defined benefit plan sponsors increasingly want advice to help them decide on PRT strategy," Ruffel said. "It's difficult for plan sponsors to get unbiased information and advice about PRT, so I am not surprised that Penbridge's services are already in demand."

"Charlie's knowledge of the institutional pension and asset management world and his industry credibility are second to none," said Steve Keating, co-founder and principal of Penbridge Advisors. "As we continue building our business, Charlie will be instrumental in helping us identify opportunities to leverage our capabilities on behalf of pension plans and their advisors."

Ruffel earned his MA from Cambridge University and an MS from Columbia University.

### About Penbridge Advisors

Penbridge Advisors provides pension plans with unbiased information and advisory services on the U.S. pension risk transfer (PRT) market and products. In addition to working with plan sponsors directly, Penbridge works to form functional partnerships with select pension advisors and service providers that seek to incorporate PRT analysis into existing offerings. Co-founded by Steve Keating and Robert Goldbloom, Penbridge provides pension plans with free access to the industry's only database covering the PRT market. The database, which is currently used by more than 300 plan sponsors and advisory firms, includes information on PRT products and insurance providers. Penbridge's advisory services include plan termination underwriting assessments and customized buy-out price monitoring services to help plan sponsors decide on PRT strategy and timing. Penbridge also delivers PRT education workshops to corporate boards, C-level executives and pension plan committees.

To access the PRT database, please visit [www.penbridgeadvisors.com/join](http://www.penbridgeadvisors.com/join)

### For more information

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