



Introduction to Services & Personnel

Our Firm

Yardeni Research, Inc. is a sell-side consulting firm providing a wide range of global investment strategy and asset allocation analysis and recommendations. Our work is firmly grounded in our in-depth research on the global economy. Many of our clients rely on us to be their primary outsource for financial and economic research. They use our insights in developing their own global investment and business strategies. Our clients include institutional portfolio managers, industry and credit analysts, managers of financial institutions, CEOs and CFOs, corporate business strategists, corporate treasurers, and government policymakers. They work for some of the world's leading asset management companies, mutual funds, trust companies, insurance companies, hedge funds, banks, and industrial corporations.

Our Services

We provide an all-in-one package of consulting services. In other words, our “premium” service is the only one we offer. We strive to provide a unique, customized, personalized, and valuable consulting service to our accounts. In effect, Yardeni Research is a knowledge-based “concierge” service designed for a limited and exclusive clientele.

As our client, you can expect the following:

1. **Dr. Ed's Morning Briefing.** Our daily analysis of the latest economic and investment issues delivered by email promptly at the start of the business day, with a weekly compilation each Friday morning. The commentary provides objective, fact-based analysis of unfolding economic, political, and investment-related developments and draws conclusions about their short- and long-term ramifications for investment and business strategies. The focus is on actionable insights that decision-makers can put to use daily and for long-term planning purposes as well. Also delivered daily (except Sundays) by email is Dr. Ed's *What I Am Reading*.
2. **Dialogue with Dr. Ed.** Our daily morning commentary is designed to stimulate a constant dialogue with you. We welcome questions and comments by email or phone. Dr. Ed is frequently “on the road,” meeting with accounts in major cities on a regular basis. His visits—as well as conference calls—are included in our service. The views of institutional investors and business leaders who participate in the ongoing dialogue are often discussed in the *Morning Briefing*, informing and enhancing the analysis.
3. **Exclusive Online Information Library.** Our website provides you with access to a rich library of research reports. You can also find on our website a vast bank of user-friendly information tools, such as chart books on key economic and financial indicators featuring useful data comparisons and proprietary data indexes.
4. **Personalized Tools and Resources.** The website includes MyPage. At your request, we maintain customized charts and presentation materials on your passcode-protected page. We can also send the latest updates of this information, along with our numerous publications that you select, to your email address on a regular basis.
5. **Top-Notch Outsource for Research.** You can rely on us for the most thorough analysis of the economic and financial issues that matter most to you. Our consulting service provides you with direct access to Dr. Ed and our staff on a 24/7 basis. Please contact us to discuss your individual professional needs.

Our Team

Our firm was founded in January 2007 by Dr. Edward Yardeni, the President and Chief Investment Strategist of Yardeni Research. Here are brief career summaries of our team:

Ed Yardeni, President and Chief Investment Strategist. In his daily *Morning Briefing* emails, Dr. Ed explores trends in the economy and financial markets that are vital to a broad spectrum of investment decision-makers. He was on Wall Street for 25 years as the Chief Economist of EF Hutton, Prudential Securities, and CJ Lawrence. He was also the Chief Investment Strategist of Deutsche Bank Securities. Regarded as one of the leading independent investment strategists in the business, Dr. Yardeni appears frequently on CNBC and is widely quoted in the financial press. He worked at the Federal Reserve in Washington, DC and in New York City, as well as the US Treasury. He holds a BA from Cornell and a PhD from Yale, where he studied under Nobel Laureate James Tobin.

Debbie Johnson, Chief Economist. Debbie's insights on the latest US and global economic statistics are widely respected and followed closely by our accounts. She thoroughly analyzes them in numerous daily *Economic Alerts*, which are summarized in our *Morning Briefing* and posted in full on our website. She has been working with Dr. Ed for 30 years, starting at EF Hutton in 1979. Together, they have created several original indicators for tracking the economy and financial markets.

Joe Abbott, Chief Quantitative Strategist. Joe writes our *Strategy Alerts*, which are also summarized in our *Morning Briefing* and posted in full on our website. He provides an in-depth and user-friendly approach to key variables that drive stock markets around the world. He was a top analyst of corporate earnings for Thomson Financial before he was hired by Dr. Ed at Deutsche Bank Securities in 2000. Together, they developed a widely followed quantitative system for tracking and analyzing consensus analysts' earnings estimates for the S&P 500 and its 10 sectors and 100+ industries.

Melissa Tagg, Director of Investment Research. Melissa joined the team in early 2015, and provides support to all aspects of our business, especially special research projects. She comes to YRI from a successful decade-long career in corporate finance with a mid-sized New York-based media company. Melissa started out on Wall Street as a Capital Markets Intelligence Analyst with Thomson Financial. She then honed her knowledge with "Big 4" experience at Ernst & Young while pursuing her Master's degree. After graduating with highest honors, Melissa earned her CPA certificate.

Jackie Doherty, Senior Contributing Editor. Jackie writes about the S&P 500's sectors and industries, highlighting business trends and analyzing financial data on YRI's website. She joined YRI in 2015 after working for *Barron's* as a senior editor and has followed the stock and bond markets for more than 20 years.

Amalia Quintana, Senior Economist. Mali develops and maintains our numerous handbooks and chart books. She also works directly with our accounts, serving their individual data and chart needs. She started working with Dr. Ed at EF Hutton in 1980.

Sandra Cohan, Senior Editor. Sandy has been editing Dr. Ed's *Morning Briefing* and maintaining areas of YRI's website since 2009. She previously worked in the Equity Research editorial departments of Wall Street firms including Prudential Securities, CS First Boston, and Goldman Sachs.

Valerie deLaRue, Director of Institutional Sales. Valerie is in charge of both Marketing and Sales. She started her career on Wall Street in Institutional Sales covering accounts in Switzerland, first for CJ Lawrence and then for Bear Stearns. She has been with Yardeni Research since 2007.

Mary Fanslau, Manager of Client Services. Since the inception of Yardeni Research, Mary has been administering our Client Services. She has been Dr. Ed's Executive Assistant since the late 1980s, adding the role of Webmaster during the mid-1990s.

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