



St. Denis J. Villere & Company, LLC
601 Poydras St., Suite 1808
New Orleans, LA 70130

NEWS RELEASE

For more information, please contact:
Milin Iyer, 302.981.3734 or miyer@sunstarstrategic.com

Villere & Company Hires Michael Hedstrom as Chief Marketing Officer

NEW ORLEANS, LA (August 24, 2017) – Villere & Company announced that it has hired Michael Hedstrom as chief marketing officer, a new position for the firm. In his role, Hedstrom will lead the development of all aspects of the firm’s marketing strategy, brand development, client communications, and business development initiatives.

“Hiring Michael demonstrates our continued commitment to serve our clients and to keep them informed,” said George Young, partner and portfolio manager at Villere & Co. “We are pleased to have Michael onboard to also lead our initiatives to enhance Villere’s exposure and visibility across distribution channels.”

Hedstrom brings over 25 years of experience in marketing, communications, relationship and product management in the financial services / asset management industry. Most recently, he managed client relationships and marketing for the Smith Group, Inc., a firm providing leadership and management of multiple trade associations and executive council groups within the investment management industry. Hedstrom also actively served as director of the Closed-End Fund Association (CEFA). Previously, he was head of marketing at Scout Investments and H&R Block Financial Advisors, and has held leadership roles at Ameriprise Financial, ING, and American Express Financial Advisors.

Hedstrom received a master of international management degree from the University of St. Thomas and a bachelor degree in economics from Bethel University.

“I’m excited to join a firm with such a rich tradition and strong emphasis on serving its clients,” said Hedstrom. “We have a great story to tell and I look forward to increasing the awareness of Villere’s brand, products and services.”

About Villere & Co

Villere & Co. is an investment management advisory firm founded in New Orleans in 1911 that has operated continuously for over a century by four generations of the Villere family. The firm manages over \$2 billion in separately managed accounts and mutual funds for individual investors and institutions. Additional information can be found at villere.com.
