

FOR IMMEDIATE RELEASE

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MEDIA ALERT**NorthStar Names Candyce Cohen VP of Industry Solutions**

Photo included below

Industry veteran brings deep wealth management expertise to strengthen NorthStar team

- New Role** Vice President of Industry Solutions, **NorthStar**
- Background**
- Vice President of Sales and Marketing at **Odyssey Financial Technologies**, providing front- and middle-office solutions for wealth management organizations, investment advisors and private banks
 - Senior Director at **Integrated Decision Systems**, focusing on portfolio accounting in institutional asset management
 - Vice President of Information Technology at **Eagle Asset Management**, an early leader in the managed account segment and an affiliate of Raymond James Financial
- Focus** With two decades of leadership experience in technology for managed accounts, Cohen blends in-depth wealth management technology expertise with a consultative business focus to resolve problems and implement "best fit" solutions supporting the expanding needs of wealth managers. Cohen brings specialized knowledge of portfolio management and accounting as well as performance measurement and data requirements for managed product lines. In addition, Cohen has a proven track record of growth in client acquisition.
- Cohen on Wealth Management** “The wealth management industry faces dynamic change in terms of compliance regulation, product offerings, business practices, and investor expectations,” said Candyce Cohen, vice president, Industry Solutions, NorthStar. “As a partner, I observed NorthStar for many years delivering flexible, innovative solutions to wealth and asset managers. NorthStar’s solutions streamline complex environments, leverage existing infrastructures, and bring new efficiencies to wealth management firms. I’m very pleased to join NorthStar’s experienced team, which produces best-in-class software to satisfy the increased demand for wealth management technology that helps advisors increase firm revenue and improve productivity.”

About NorthStar Systems International

NorthStar is the leading provider of wealth management software to financial services institutions. It has a growing list of clients across market segments and sizes such as Charles Schwab, Legg Mason, Merrill Lynch, Wachovia, BlackRock and several national banks. NorthStar products, delivered either on-premise or on-demand, enable firms and their advisors to dramatically improve productivity, enhance client relationships and reduce compliance risk. Please visit the pioneer in wealth management solutions at www.northstar.com.



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