

Job Posting - Director of Product Marketing

Bridgeway Capital Management

Bridgeway Capital Management is a Houston-based investment management firm founded in 1993. We believe our strong and principled organizational culture and our disciplined investment process allows us to deliver innovative investment solutions to institutions, advisors, and individuals. At all times, Bridgeway strives to put investors' interests first by emphasizing integrity, performance, efficiency, and service. Bridgeway unites results for investors with returns for humanity. Our approach to investing is statistical and evidence-based, motivated by a passion for servant leadership and global impact, which we accomplish by donating profits to organizations that positively impact humanity. Collectively, we continuously work to sustain a workplace environment that brings out the best in all of us, and that supports diverse and inclusive teams that achieve better outcomes.

Role Summary

Bridgeway Capital Management is seeking a **Director of Product Marketing** to help drive asset growth across our **global market neutral hedge fund products** and **long-only equity strategies**. This role is designed for a marketing and distribution professional who can translate a **research-intensive, academically published investment process** into clear, credible positioning for **sophisticated institutional and intermediary allocators**.

The ideal candidate has experience as a **product specialist / investment specialist** supporting the sale of sophisticated equity and hedge fund strategies and can engage in nuanced communication around **Modern Portfolio Theory, contextual stock selection, portfolio construction, stock selection, risk management, and performance attribution**. Comfort with **large Excel-based reporting, institutional databases (eVestment)**, and asset allocator due diligence and RFP expectations is essential.

Key Responsibilities

Product Marketing & Positioning (Hedge Fund and Long-Only Equity)

- Own and refine product narratives, messaging frameworks, and competitive positioning for Bridgeway's market neutral and long-only equity offerings.
- Translate Bridgeway's accounting-based research innovations (published in academic journals) into marketing language that is technically accurate and compelling to institutional audiences.
- Develop and maintain core materials, including:
 - Pitchbooks, one-pagers, fact sheets, commentaries, Q&A documents, websites
 - Due diligence decks, "why us/why now" narratives, and case studies
 - Portfolio construction/risk positioning explanations and attribution summaries
- Partner with investment and risk teams to ensure content reflects current portfolio positioning, research evolution, and performance drivers.

Asset-Raising Enablement

- Support distribution efforts with OCIOs, small endowments, foundations, pensions, family offices, and sophisticated wealth platforms. The candidate should have a good understanding of the institutional consultant universe and marketing to that space.
- Build meeting-ready responses for common hedge fund and equity diligence topics (e.g., shorting implementation, turnover, crowding, liquidity, ESG constraints, portfolio construction, and risk budgeting).

eVestment & Database Management / Competitive Intelligence

- Own or co-own Bridgeway's eVestment presence, including data integrity, narrative fields, strategy classifications, and ongoing updates.
- Use eVestment to:
 - Benchmark peer universes and positioning
 - Identify differentiators and risks in how products screen
 - Support consultant-ready language and data consistency across channels

- Coordinate timely responses to consultant and database questionnaires (DDQs/RFPs) in collaboration with internal stakeholders.

Performance Reporting & Analytical Support (Data-Heavy)

- Manage and/or coordinate performance reporting inputs and outputs, ensuring accuracy and consistency across materials.
- Work comfortably with large data files (performance history, attribution, exposures, peer comparisons, risk metrics), including:
 - Cleaning/organizing data, building repeatable templates
 - Creating charts/tables for marketing and diligence use
 - Validating numbers across sources (accounting, risk, portfolio, administrator)
- Help elevate reporting into allocator-friendly narratives tied to portfolio construction and market context.

Cross-Functional Leadership

- Serve as a bridge between investments, client service, operations, compliance, and distribution to move deliverables from concept to compliant final form.
- Help create a repeatable content cadence that supports fundraising (commentary schedule, quarterly updates, strategy insights, “research-to-market” pieces).

Required Qualifications

- **7–12+ years** of relevant experience in asset management marketing and distribution support, ideally as a **Product Marketing/ Investment Specialist / Product Specialist** professional for:
 - Equity long-only strategies and/or
 - Hedge funds (market neutral, long/short, systematic equity)
- Demonstrated ability to market to **sophisticated allocators** and navigate institutional due diligence.
- Strong technical fluency in:
 - **Modern Portfolio Theory**, portfolio construction, diversification, and risk/return tradeoffs
 - **Equity stock selection complexities**, factor exposures, and performance attribution concepts
- Advanced **Excel** capability, including comfort working with large datasets and producing polished outputs. Experience with Python preferred.
- Experience maintaining and leveraging **eVestment** (preferred: hands-on ownership of strategy entries and updates).
- Excellent writing, synthesis, and presentation skills with high attention to detail.

Preferred Qualifications

- CFA charterholder (or progress toward CFA).
- Graduate training in Finance or Accounting (MBA, MSF, MAcc, or similar).
- Familiarity with research-driven or quantitatively oriented equity processes, including academically grounded frameworks.
- Experience with additional databases/tools (helpful): Morningstar Direct, Zephyr, FactSet, Bloomberg, Barra/MSCI risk, Preqin, RFP/DDQ tools.

Please send resume to careers@bridgeway.com.