

# 2018 Account Planning

## RM contribution

**Relationship Name: Madison Park Capital LLC/General Atlantic**

**Banker Team: Stewart Oldfield**

**GCIS Number: [REDACTED]**

### **Relationship Team:**

**ISG: Brian Harrington**

**Trust/Custody:**

**DPM:**

**WPS:**

**KCP: Tazia Smith**

**Deposits: Stewart Oldfield**

**Lending:**

**Other:**

### **Client Profile**

Madison Park Capital, LLC is a Hedge Fund and Real Estate Funds. General Atlantic Service Company, LLC is an advisor to the fund. The current gross asset value (GAV) is \$125,200.00. The General Partners, Managers, Trustees, and Directors are:

- William E. Ford
- Steven A. Denning
- David C. Hodgson
- Eugene P. Lynch
- Richard B. Gold

The custodians for this entity are JP Morgan Chase and Royal Bank of Canada. This entity has a brokerage account with DB with a Market Value of \$2,924,250.00. This relationship has been with DB since June 2014, is currently KCP East adopted, there is monthly contact with this client.

### **Opportunities and Challenges**

We have substantial opportunity to pursue with this account. The partners control a lot of capital and are financially sophisticated. They are willing to look at any interesting transaction. While this is an opportunity, it is also a challenge since there is no specific focus. We have traded CLO equity with them, and discussed everything from risk premia to real estate to private markets.

More challenging is the fact that they have relationships with the entire street and each partner also has money managed away from the internal family office. Because they are a large private equity firm, they have access to a lot of direct deal flow. We need to find a way to be more relevant to them.

Confidential