

Dmitri Sedov Joins Preqin as Chief Product & Marketing Officer

Move comes as company launches innovation lab and data science initiatives

Preqin, the alternative asset industry's leading provider of indispensable data, insights and solutions, has announced the appointment of Dmitri Sedov as Chief Product & Marketing Officer. The newly-created role united Preqin's product, marketing and communication functions.

The appointment comes as Preqin is expanding its data capabilities to include machine learning and artificial intelligence, as well as developing new tools that support alternative assets investors, fund managers and other industry participants throughout the entire fund lifecycle. Many of these solutions are being developed in Preqin's new agile Innovation Lab that rapidly prototypes and tests new product concepts with customers.

Chief Executive Officer Mark O'Hare commented "we are extremely pleased that Dmitri has joined Preqin's executive team. Preqin's alternative assets intelligence, benchmarks and fundraising data have been at the forefront of the alternatives industry for more than a decade. We are looking beyond data to develop due diligence, portfolio monitoring and deal origination solutions. With Dmitri's experience in venture capital and at large-scale financial information providers, I believe he is ideally placed to lead this new chapter in Preqin's product innovation."

Dmitri added, "I think it is an especially exciting time to join an innovative fintech like Preqin. We play a vital role in the market by bringing greater efficiency and transparency to a financial sector that has historically ranked among the most opaque. With our focus on leveraging emerging technologies to enhance our award-winning data and solutions, I think clients will increasingly consider Preqin as the home of alternative assets, acting as their trusted and indispensable guide through the maze of the industry."

Prior to joining Preqin, Dmitri was a Managing Partner at Evocado Ventures, a venture firm focusing on sustainability fintech. He has previously worked as Head of Innovation at S&P Global and has held senior leadership roles in strategy, product development and marketing across S&P Global's various platforms. Dmitri was the founder of ESGINE, an AI-enabled sustainability reporting platform, and Digiteye Group, a digital consultancy.

Preqin is the home of alternative assets, providing industry-leading intelligence on the market and cutting-edge tools to support participants at every stage of the investment cycle. More than 60,000 industry participants in over 90 countries rely on Preqin as their indispensable source of data, solutions and insights.

Preqin's data and analysis is frequently presented at industry conferences, and is used in the global financial press and academic journals & white papers. We are always happy to support journalists by providing reports, custom data and one-on-one interviews.

For more information, contact our dedicated press team at press@preqin.com or call (+44) 20 3207 0265.