



**Educate.
Connect.
Support.**

OVERVIEW FOR EMERGING MANAGERS

Connecting institutional allocators with North America's emerging managers

Founded in 2014 to support Quebec's emerging portfolio managers, the Emerging Managers Board (EMB) has grown into a trusted Canadian network of emerging manager firms while developing meaningful relationships with institutional allocators and industry partners. Now, through a strategic partnership with Fuel, the organization is expanding its reach across North America, pairing its established community and decade of experience with a scalable cap intro platform. This new chapter marks the launch of the Emerging Manager Alliance (EMA), which will strengthen and expand the ecosystem connecting entrepreneurial asset managers with the allocators, sponsors, and strategic partners that can help them build enduring firms.



Build your firm. Expand your network.

Cap Intro and networking

Participate in focused in-person and virtual programs that create opportunities to meet institutional allocators, develop new relationships, and gain a better understanding of allocator interests and expectations.

Conferences and webinars

Learn from experienced investment professionals, allocators, and industry experts through timely discussions addressing portfolio management, capital raising, firm development, and evolving industry issues.

Training

Hands-on sessions to strengthen your operational processes, sharpen your business practices, and navigate the complexities of asset management compliance.

Essential advantages to take your firm to its full potential

- Eligibility to participate in up to four Cap Intro events (in-person and virtual), connecting you with institutional allocators.
- Access to Fuel's global capital introduction platform.
- Exclusive invitations to our events, webinars, and training sessions.
- Practical tools and resources for your administrative, legal, and compliance needs, including templates, regulatory guides, and best practices.
- Eligible to participate in EMA's monthly rankings, spotlighting the Top 10 emerging managers in alternative and traditional investment strategies.
- Access to experts who understand the asset manager reality.
- Affiliate access to AIMA and other partner industry events at the same price as their members.

FEES AND CONDITIONS

Annual fee: \$1,000

Membership in the EMA is open to all North American portfolio management firms. Firms that qualify as emerging managers (less than \$2B AUM) have voting rights at Annual General Assembly.

For 2026, membership fees are prorated at \$250 through year-end. Starting January 2027, the full annual membership fee will be \$1,000.



Renew your membership or become a member

Ready to take the next step? Visit our website to complete your application.

[Visit our Website](#)

Our vision

We believe that small and medium sized businesses are the backbone to most economies. Entrepreneurial asset managers bring new perspectives, strategies, and competition to the investment industry. We envision a North American ecosystem in which promising investment firms have the relationships, knowledge, and resources to build enduring businesses, meet institutional standards, and compete for capital.

Our team

Decades of experience bridging emerging managers and institutional allocators across North America.



**Charles
Lemay**

President of the EMA
& Partner at Walter
Global Asset
Management

[Linkedin link](#)



**Yon
Perullo**

Founder of Fuel

[Linkedin link](#)



**Lisa
Vioni**

CEO and
Co-founder of
Hedge Connection

[Linkedin link](#)



**Violaine
Trudeau**

EMA Manager
and Coordinator

[Linkedin link](#)

Cap Intro Events

Powered by Fuel

EMA's Cap Intro events create focused opportunities for emerging managers to introduce their strategies to institutional allocators.

IN PERSON

Meet allocators face to face through curated programs that build on EMA's decade of relationships and event experience.

VIRTUAL

Present your firm to allocators through Fuel's purpose-built platform, expanding your reach without the time and expense of travel.



A platform built for real connections

Managers create detailed profiles describing their firms, strategies, experience, and investment terms. Allocators review participating managers and indicate the firms and strategies relevant to their interests. Meeting schedules are developed using allocator preferences, manager selections, and structured matching to prioritize relevant introductions. The process creates opportunities for substantive conversations while giving both managers and allocators greater visibility into potential fit.

Participation in EMA does not guarantee meetings, follow-up, or investment. Allocators retain complete discretion over manager selection, evaluation, and allocation decisions.

Connect with us

We'd welcome the opportunity to share more about EMA's mission. Reach out to learn more.

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