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Emerging Managers Board becomes Emerging Manager Alliance, rolling out North American network

A strategic partnership with Fuel extends the organization's education, networking and support mission to emerging managers and institutional allocators across Canada and the United States.

MONTREAL, September 17, 2026 — The Emerging Managers Board (EMB), founded in Québec in 2014 and subsequently expanded across Canada, today announced its evolution into the Emerging Manager Alliance (EMA). The new name and brand reflect a broader North American mandate to educate, connect and support emerging asset managers while creating opportunities for engagement with institutional allocators and industry partners.

EMA's expansion is supported by a strategic partnership with Fuel, whose capital introduction platform enables focused, data-informed connections between investment managers and allocators. Together, EMA and Fuel will offer in-person and virtual "Cap Intro" programs that combine EMA's established community and more than a decade of industry relationships with Fuel's scalable technology.

"For more than a decade, we have helped Canadian emerging managers strengthen their firms and build meaningful relationships with institutional investors and industry partners," said Charles Lemay, President of EMA and Partner at Walter Global Asset Management. "The launch of EMA reflects our ambition to build a genuinely North American community, while preserving the trust, rigour and relevance that have guided the organization."

Under its "Educate. Connect. Support." mission, EMA will bring together emerging managers, allocators and industry partners through educational programming, networking, and practical resources. Connection remains central to the model, with programs designed to support meaningful introductions and conversations based on participants' interests and potential fit.

The expansion gives U.S. emerging managers and allocators access to a new cross-border initiative while creating additional opportunities for Canadian firms throughout North America. EMA membership is open to portfolio management firms headquartered in Canada and the United States, across traditional and alternative asset classes.

"Fuel was built to revolutionize capital introductions," said Yon Perullo, Founder of Fuel. "Our partnership with EMA brings together complementary strengths: a trusted community with deep industry relationships and technology designed to help allocators identify managers that align with their interests. We look forward to supporting strong connections across the North American emerging manager ecosystem."

Under the Emerging Managers Board name, the organization has hosted in-person Cap Intro events in Montreal for the past decade. The first under EMA's new North American brand will take place in this city as well on November 12, 2026.

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About the Emerging Manager Alliance

Founded in 2014 as the Emerging Managers Board, the Emerging Manager Alliance is a North American network that supports entrepreneurial asset managers by connecting them with institutional allocators, industry partners, knowledge and practical resources. Its mission is organized around three commitments: Educate. Connect. Support. EMA works to help promising investment firms meet institutional standards, build enduring businesses and compete for capital across North America.

About Fuel

Fuel is the premier capital introduction platform for the alternatives industry. Built on the expertise of its founders and guided by a distinguished Allocator Committee, Fuel offers innovative capital access avenues for asset managers in the private fund space.

Our mission is to revolutionize investor introductions, and lower marketing costs by leveraging technology. Fuel facilitates introductions, lets managers build brand, foster collaboration, and showcase investment strategies within a legally compliant environment for a reasonable price. We believe that meaningful connections and informed decision-making are key to success.

With Fuel, asset allocators gain access to a wide range of investment opportunities, while asset managers can expand their investor network. We provide a dynamic environment for networking, interactive video presentations, and data-driven insights, empowering both parties to make informed decisions and build lasting relationships.

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