

## **Sanford DeLand appoints Eric Burns as Chief Analyst**

**Previously Deputy Head of Institutional Research at WH Ireland**

Sanford DeLand Asset Management (SDL), the investment manager specialising in Business Perspective Investing and home of the [Buffettology](#) and [Free Spirit](#) Funds, is pleased to announce the appointment of Eric Burns as Chief Analyst with effect from 1<sup>st</sup> January 2020.

Eric brings a wealth of experience to SDL, having been an equity analyst for over ten years at WH Ireland, most recently as Deputy Head of Institutional Research. He was voted Analyst of the Year at the 2015 UK SmallCap Awards.

As Chief Analyst, Eric will lead the stock research analysis for both the Buffettology and Free Spirit Funds, working closely with the investment team.

Alex Brotherston, CEO of SDL commented:

*"I am delighted to have someone of Eric's calibre joining the team at such a pivotal time as we continue to strengthen our investment capabilities at SDL, and build out the business as a whole."*

Keith Ashworth-Lord, CIO of SDL added:

*"Having worked with Eric in the past, I am confident that he is a highly capable practitioner of the Business Perspective Investing process adopted by SDL. Eric is a strong addition to the SDL investment team and we extend a warm welcome to him."*

### **NOTES TO EDITORS:**

#### **Sanford DeLand Asset Management**

Sanford DeLand Asset Management (SDL) was established in March 2010 and manages the UK Buffettology Fund and the Free Spirit Fund, with over £1.2 billion assets under management. Unlike many asset management firms, much of the share capital of SDL is owned by the directors of the business.

#### **Alex Brotherston**

Alex is CEO of SDL and previously spent 15 years at Rensburg Fund Management, latterly as joint CEO. When the firm was acquired by Franklin Templeton in 2011 Alex took over as Director of the UK Retail Sales team.

#### **Keith Ashworth-Lord**

Keith is Founder and CIO of SDL and Fund Manager of the SDL UK Buffettology Fund. Keith is a career professional with over 35 years' equity capital markets experience in investment analysis, fund management and corporate finance.



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