



55 Victoria Street North, Unit K
Kitchener, Ontario, N2H 5B7
Canada
+1.519.883.7557
saronafund.com

Sarona is growing: Alice Catalano and Dirk de Vlaam appointed as new Senior Vice Presidents of Investor Relations in North America and Europe

August 16, 2018 - Kitchener, Ontario, Canada - Sarona is pleased to welcome Alice Catalano and Dirk de Vlaam who have been appointed as Senior Vice Presidents of Investor Relations in North America and Europe, respectively.

Alice Catalano, who will serve as SVP of Investor Relations and Business Development, North America, will be based out of a new Sarona office in Greenwich, Connecticut. **Dirk de Vlaam**, who has been appointed as SVP of Investor Relations, Europe, will be based out of Sarona's existing Amsterdam office. Both Alice and Dirk will be responsible for strengthening relationships with investors and contributing to the firm's overall business development in their respective regions.

Ms. Catalano has over 20 years of experience in launching, developing and executing strategic fundraising and investor relations programs for private capital. She was previously Managing Director of Fundraising and Marketing for Prostar Capital. Prior to that, as Director of Investor Relations at NGP Energy Capital Management, she led investor relations and business development efforts across multiple fund strategies for over 13 years. In her role leading Sarona's North American investor relations and business development, Ms. Catalano will focus on maintaining and strengthening existing client relationships, as well as seeking out new prospective investors. Commenting on her new position, Ms. Catalano says, "I am thrilled for the opportunity to join an exceptionally talented team at a rapidly growing firm with an innovative investment strategy."

Dirk comes to Sarona from Triple Jump BV, an impact-focused investment manager, where he was Senior Officer Institutional Marketing and Sales. Dirk also served as Head of Sales and Marketing Netherlands at Franklin Templeton for several years, where he led their Dutch office and managed their institutional relationships. Dirk says: "I'm proud to be joining a firm that collaborates with partners to leverage capital flow where it is needed most, in turn generating positive impact results, such as job creation – and, at the same time, seeking strong financial returns."

"We are delighted to welcome both Dirk and Alice to our team. Their formidable track records in fundraising and investor relations will be a tremendous asset for Sarona," says Gerhard Pries, CEO. He adds, "Their entrepreneurial approach that balances creativity and excellence will nicely complement our existing team and help us move toward our goal of becoming the leading impact investment firm for emerging markets. Our most valuable relationships are with our investors, and we look forward to Alice and Dirk strengthening those relationships even further."

Connect with Alice and Dirk:

Alice Catalano, SVP of Investor Relations
& Business Development, North America
acatalano@saronafund.com
+1.203.554.0627
Greenwich, CT, USA
[Connect with Alice on LinkedIn](#)

Dirk de Vlaam, SVP of Investor Relations, Europe
ddevlaam@saronafund.com
+31 20 798 13 10
Amsterdam, The Netherlands
[Connect with Dirk on LinkedIn](#)

About Sarona Asset Management

Sarona Asset Management is a private equity investor, investing in frontier and emerging markets around the world. Through its strategy of partnering with local private equity firms to invest in growth stage companies, Sarona is able to build top-performing companies that deliver excellent risk-adjusted returns. Sarona is based in Kitchener, Canada and Amsterdam, The Netherlands.

Read Sarona's [2018 Annual Values Report here](#).



[linkedin.com/company/sarona-asset-management/](https://www.linkedin.com/company/sarona-asset-management/)



[@SaronaFund](https://twitter.com/SaronaFund)

www.saronafund.com

For more information, contact:

Gerhard Pries
Managing Partner and CEO
gpries@saronafund.com
+1.519.883.7557

Sheila Scott
Marketing & Communications Associate
sscott@saronafund.com
+1.519.883.7557
