



by PATRICK CAIRNS / 26 OCTOBER, 2021

# 'A lot of true active management got diluted'

The CEO of Artisan Partners, Eric Colson, reflects on the lessons that the industry has and hasn't learned, and what the future looks like for a pure active asset manager.

When Artisan Partners was founded in 1994, the firm adopted a novel business model: a diverse selection of autonomous investment teams, each with its individual focus, specialization and investment philosophy, supported by a centralized operations capability.

This model allowed each team to deliver what CEO Eric Colson believes active management should be about: 'a highly differentiated strategy that brings a philosophy, an opinion, a judgement into a portfolio to outperform the index – as opposed to just giving you exposure.'

In this video interview, Colson discusses how Artisan avoided 'the great delusion of active management' that led to a proliferation of products, but a dilution of true active strategies, and how Artisan Partners plans to continue to differentiate itself into the future.

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11/11/2021 – A21779L