Introduction to Services & Personnel

Our Firm

Yardeni Research, Inc. is a sell-side consulting firm providing a wide range of global investment strategy and asset allocation analysis and recommendations. Our work is firmly grounded in our in-depth research on the global economy. Many of our clients rely on us to be their primary outsource for financial and economic research. They use our insights in developing their own global investment and business strategies. Our clients include institutional portfolio managers, industry and credit analysts, managers of financial institutions, CEOs and CFOs, corporate business strategists, corporate treasurers, and government policymakers. They work for some of the world's leading asset management companies, mutual funds, trust companies, insurance companies, hedge funds, banks, and industrial corporations.

Our Services

We provide an all-in-one package of consulting services. In other words, our "premium" service is the only one we offer. We strive to provide a unique, customized, personalized, and valuable consulting service to our accounts. In effect, Yardeni Research is a knowledge-based "concierge" service designed for a limited and exclusive clientele.

As our client, you can expect the following:

- ***Morning Briefing*.** The *Morning Briefing* is sent by email early in the morning, Monday through Thursday. All the charts we reference are linked. The first section provides our fact-based analyses of issues relevant to investment and business decision-makers—including unfolding economic, political, and investment- related developments—and draws conclusions about their short- and long-term ramifications for investment and business strategies. The focus is on actionable insights that decision-makers can put to use daily and for long-term planning purposes as well. The second section meticulously reports on the most recently released batch of global economic and financial indicators. Our *Weekly Briefing*, a compilation of the week's four dailies, is sent by email on Fridays.

- ***QuickTakes*.** Our daily *QuickTakes* are designed to provide you with what you need most when you need it: timely, pertinent information and concise analysis of the key variables driving the global economy and financial markets. Both investors and business managers can profit from these insights.

- ***What I Am Reading*.** *What I Am Reading* is a list of links to current news stories, organized by broad subject area, that provide the pieces of the puzzles—related to the global economic and financial outlook—that we're continually working on solving. It is delivered by email six days a week, in the morning.

- **Dialogue with Dr. Ed.** Our consulting service provides you with direct access to Dr. Ed and our staff on a 24/7 basis. Dr. Ed meets frequently with accounts in major cities and via Zoom; these visits and meetings are included in our service. The views of institutional investors and business leaders who participate in the ongoing dialogue are often discussed in the *Morning Briefing*, informing and enhancing the analysis.

- **Exclusive Online Information Library.** Our website provides you with access to a rich library of research reports and a vast bank of user-friendly information tools, such as chart books on key economic and financial indicators featuring useful data comparisons and proprietary data indexes.

- **Personalized Tools and Resources.** The website includes MyPage. At your request, we maintain customized charts and presentation materials on your passcode-protected page. We can also send the latest updates of this information, along with our numerous publications that you select, to your email address on a regular basis.

Our Team

Our firm was founded in January 2007 by President and Chief Investment Strategist Dr. Edward Yardeni. Here are brief bios of our team members:

Ed Yardeni, President and Chief Investment Strategist. In our daily *Morning Briefings* and *QuickTakes*, Dr Ed and our team explore trends in the economy and financial markets that are vital to a broad spectrum of investment decision-makers. He was on Wall Street for 25 years as the Chief Economist of EF Hutton, Prudential Securities, and CJ Lawrence. He was also the Chief Investment Strategist of Deutsche Bank Securities. Regarded as one of the leading independent investment strategists in the business, Dr. Ed appears frequently on CNBC and is widely quoted in the financial press. He has worked at the Federal Reserve and the US Treasury. He holds a BA from Cornell and a PhD from Yale, where he studied under Nobel Laureate James Tobin.

Debbie Johnson, Chief Economist. Debbie's insights on the latest US and global economic indicators are widely respected and followed closely by our accounts. She thoroughly analyzes them in our *Morning Briefing*. Over the past four decades, she and Dr Ed have created several original indicators for tracking the economy and financial markets.

Joe Abbott, Chief Quantitative Strategist. Joe provides an in-depth and user-friendly approach to key variables that drive global stock markets. He was a top analyst of corporate earnings for Thomson Financial before he was hired by Dr. Ed at Deutsche Bank Securities in 2000. Together, they developed a widely followed quantitative system for tracking and analyzing analysts' consensus earnings estimates for the S&P 500 and its 11 sectors and 100+ industries.

Amalia Quintana, Senior Economist. Mali develops and maintains our many handbooks and chart books. She also works directly with our accounts, serving their individual data needs. She's been working with Dr. Ed since 1980.

Melissa Tagg, MBA, CPA, Senior Global Investment Strategist. Melissa is our resident global research specialist. She comes to YRI after a decade in corporate finance with a New York-based media company. Prior to that, Melissa was a Capital Markets Intelligence Analyst with Thomson Financial. She worked at Ernst & Young while earning her master's degree and CPA certification.

Jackie Doherty, Senior Contributing Editor. Jackie writes about the S&P 500's sectors and industries, highlighting business trends and analyzing financial data on YRI's website. She joined YRI in 2015 after working for *Barron's* as a senior editor and has followed the stock and bond markets for more than 20 years.

William Pesek, Senior Contributing Editor. William is an award-winning Tokyo-based journalist and author of *Japanization: What the World Can Learn from Japan's Lost Decades*. He won the 2018 prize for excellence in opinion writing by the Society of Publishers in Asia for his work for the *Nikkei Asian Review*. He is a former columnist at *Barron's* and *Bloomberg*.

Valerie deLaRue, Director of Institutional Sales. Valerie oversees both Marketing and Sales. She started her Wall Street career in Institutional Sales covering accounts in Switzerland for CJ Lawrence and Bear Stearns. She has been with YRI since 2007.

David Yardeni, Manager of Data Services. David oversees the firm's databases and maintains the firm's web-based charting system. He provides customized data services to our accounts.

Mary Fanslau, Manager of Client Services & Webmaster. Since YRI's inception, Mary has been administering our Client Services. She has been Dr Ed's Executive Assistant since the late 1980s, adding the Webmaster role in the mid-1990s.

Sandra Cohan, Senior Editor. Sandy has been editing Dr. Ed's publications since 2009 and writes the *Morning Briefing* Executive Summaries. A Wall Street veteran, she has worked in the Equity Research editorial departments of Prudential Securities, CS First Boston, and Goldman Sachs.

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