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Brinker Capital Launches Behavioral Innovation Lab Powered by Dr. Daniel Crosby

BERWYN, Pa. (March 18, 2019) – Brinker Capital, a leading investment management company focused on multi-asset class investing, today announced the launch of its Behavioral Innovation Lab, an incubator designed to bring tools, training, and technology to financial advisors that allow for the practical application of behavioral science. The lab is powered by the company's newly hired Chief Behavioral Officer, Dr. Daniel Crosby, a psychologist and behavioral finance expert who applies his study of market psychology to everything from financial product design to advisor-client engagement.

“By hiring Dr. Crosby and building the Behavioral Innovation Lab, we are emphasizing Brinker Capital's commitment to finding new ways to better serve the advisor and investor,” said Noreen D. Beaman, Chief Executive Officer of Brinker Capital. “Embracing our entrepreneurial spirit is at the core of who we are, and we are excited to have a dedicated person who can build out innovative ideas and turn them into practical, tangible tools for advisors to improve client outcomes.”

The Behavioral Innovation Lab is focused on meeting a gap that currently exists in the investment management industry. Many financial advisors indicate that managing emotions is a primary means in which they can help improve their clients' financial outcomes, but they lack the tangible tools to deliver this behavioral alpha. The purpose of the lab is to offer a new perspective on investor behavior and develop the tools to help financial advisors articulate and elevate their value when applying behavioral finance to the everyday life of their clients. Dr. Crosby, in conjunction with Brinker Capital employees, will explore new ideas and drive creativity in how the company approaches the consumer by applying the principles of behavioral science. The lab is expected to produce its first project, an interactive guide of how an individual's behavior impacts their investing philosophy, within the next six months.

“I have worked with Brinker Capital for many years and I have a deep understanding of their commitment to the financial advisor,” said Dr. Daniel Crosby, Chief Behavioral Officer of Brinker Capital. “I am thrilled with the opportunity to now build and deliver tools, training, and technology that help financial advisors better deliver behavioral alpha.”

About Dr. Crosby

Crosby is at the forefront of behavioralizing finance and has published several bestselling books that serve as guides to building strong advisor-client engagement, including *You're Not that Great* (2012), *Personal Benchmark: Integrating Behavioral Finance and Investment Management* (2014), *The Laws of Wealth* (2016), and *The Behavioral Investor* (2018). He earned his bachelor and doctoral degrees from Brigham Young University and completed post-doctoral training at Emory University.

About Brinker Capital

Brinker Capital is a privately-held investment management company with \$20.9 billion in assets under management (as of December 31, 2018). For over 30 years, Brinker Capital's purpose has been to deliver an institutional multi-asset class investment experience to individual clients. Brinker Capital's highly strategic, disciplined approach has provided investors the potential to achieve their long-term goals while controlling risk. With a focus on wealth creation and

management, Brinker Capital serves financial advisors and their clients by providing high-quality investment manager due diligence, asset allocation, portfolio construction, and client communication services. Brinker Capital, Inc. is a registered investment advisor.

Learn more at BrinkerCapital.com and twitter.com/BrinkerCapital.