

EPISODE SUMMARY:

In this episode of the Rainmaker Podcast, Gui Costin sits down with Danielle Brown, founder and CEO of Altriarch, for a powerful conversation on strategy, leadership, and building a differentiated private credit platform. With 25 years in alternatives and a background that spans diligence, investing, and operations—including key roles at Dyal Capital Partners and Wachovia—Danielle shares how Altriarch was designed from the ground up to reflect the best practices (and lessons learned) from across the asset management industry.

After witnessing firsthand how firms succeed—or falter—through her work with GPs at Dyal, Danielle committed to building a firm defined by equity ownership, clear communication, and strategic focus. Every Altriarch team member becomes an equity holder after one year, creating alignment and encouraging a culture of ownership.

Danielle and her partner Meghan Brook launched Altriarch in 2021 with a distinct strategy: lending to specialty finance companies, including factoring and niche private credit. These borrowers often face challenges securing capital from traditional banks due to complexity and collateral structures. Altriarch seeks to fill that gaps, offering senior secured, subordinated, or co-investment solutions. The firm's investment process is operationally intensive, involving weekly borrower communication and real-time collateral monitoring by dedicated investment and ops teams.

The distribution approach reflects the firm's strategic edge. Danielle shares how Altriarch runs an education-first sales process, acknowledging the complexity of their offering. Each prospective investor's process is organized into a trackable project—tracked in Asana, managed through Affinity CRM, and supported by customized content. Because most LPs are unfamiliar with accounts receivable-backed credit, Danielle emphasizes why she thinks deep diligence preparation and proactive investor education as keys to closing. Her team meets weekly to review top-priority relationships and brainstorm ways to re-engage leads with meaningful insights.

Danielle also reflects on her leadership evolution—initially struggling to relinquish control before realizing that empowering her team led to better results. She fosters autonomy, encourages smart risk-taking, and supports her team through questions and coaching, not micromanagement.

To young professionals, she advises: “educate, don't sell,” and always “keep the ball in your court”—follow up with accountability and intention. Her final insight: pattern recognition matters in sales, and a few missteps in a meeting can derail a deal, so preparation is essential. This episode is a blueprint for leading with clarity, building trust, and executing with depth in the complex world of private credit.