

EPISODE SUMMARY:

In this episode of the Rainmaker Podcast, host Gui Costin welcomes Doug Krupa, Managing Director and Head of Global Wealth Solutions in the Americas at KKR. Doug shares the story of his career—from his early days as a financial advisor working with New York City firefighters to leading one of the most innovative wealth distribution platforms at KKR. His passion for making private markets more accessible stems from those early experiences, where he saw firsthand how institutional allocations to private equity contributed to long-term success.

Doug walks listeners through the structure and mission of his team at KKR, which has grown significantly since he joined in 2019. Focused on intermediaries like financial advisors and RIAs, his team has developed evergreen investment solutions across asset classes, delivering institutional-quality strategies in a more accessible format. He emphasizes a localized, relationship-driven approach, with team members embedded in major metro markets across the U.S.

Communication and process are at the heart of Doug's leadership style. KKR's wealth team operates with a high level of collaboration, leveraging instant messaging, a custom CRM, and content centralization platforms to share real-time insights, content, and KPIs across channels. Weekly sales meetings and monthly all-hands calls ensure the team stays aligned, while quality interactions, new advisor penetration, and sales versus budget remain key performance indicators.

Doug also discusses how his team prioritizes rapid communication of what's working (and what's not), and the importance of tracking structured client feedback through CRM. His leadership philosophy centers around curiosity, responsiveness, and removing roadblocks for his team. He likens himself to a "chief agitation officer," continually challenging the status quo to improve transparency, technology, and product innovation.

For young professionals entering investment sales, Doug encourages a relentless curiosity, a willingness to ask "why," and involvement in product development and messaging—skills that not only build credibility but also fuel long-term career growth. He stresses the importance of education, noting that broader adoption of private markets relies on helping advisors and clients better understand the asset class.

This episode is a must-listen for distribution leaders and sales professionals seeking to scale their efforts, adopt a tech-forward sales strategy, and drive long-term engagement through thoughtful innovation.