EPISODE SUMMARY:

In this episode of the Rainmaker Podcast, Gui Costin sits down with John Donovan, Head of Wealth Management Distribution at Towerbrook, for a deep dive into distribution strategies, leadership, and fostering a culture of transparency and service. With over 16 years of experience in the financial services industry, John brings valuable insight into managing relationships with family offices, RIAs, and private banks, and shares the key principles that have guided his career.

John's career journey spans several prestigious firms, from Blackstone to Schroder Investment Management, before joining Towerbrook to lead their North American investor relations efforts. His focus now is on the wealth management channel, where Towerbrook's modern value approach targets middle-market companies across sectors like health services, business services, financial services, and consumer products. The firm's strategy is simple yet impactful—find high-growth, founder-led companies in these sectors and invest at attractive multiples, all while ensuring a firm-wide commitment to championing others.

The conversation dives into the evolution of Towerbrook's investor relations strategy, which John describes as a three-phase process. Starting with the firm's early years when founding partner Filippo Cardini led the IR function, John's addition to the team represents the firm's commitment to expanding its wealth management presence. He explains how Towerbrook's IR team of around 12 professionals is structured to ensure transparency, shared goals, and a focus on both wealth and institutional LPs.

A major theme of the episode is the importance of communication and transparency. John highlights how Towerbrook emphasizes open, honest conversations with both internal teams and external clients, ensuring every team member is held accountable. He points to the use of CRM tools to track relationships, manage outreach, and ensure the team is aligned in their goals. John also stresses the value of maintaining service excellence, noting that building trust with LPs requires consistent communication, a collaborative approach, and the ability to share information and execute on deals efficiently.

John's leadership style centers around servant leadership, empowering his team to make decisions and fostering an environment where everyone feels ownership over their contributions. He shares that "championing others" is a key part of the culture at Towerbrook, as the firm strives to help its employees, LPs, and portfolio companies succeed.

This episode is a great listen for sales leaders, fundraisers, and investment professionals looking to build strong relationships, improve communication strategies, and lead with integrity.

Rainmaker PODCAST