

EPISODE SUMMARY:

In this episode of the Rainmaker Podcast, host Gui Costin sits down with GT Sun, Senior Vice President of Investor Relations at Turning Rock Partners, for an engaging conversation about data-driven fundraising, leadership, and building trust in the world of private credit. GT shares his dynamic career journey, from humble beginnings in the AIG mailroom to working at Lehman Brothers during the 2008 financial crisis and later helping build out fundraising operations at firms like Fortress, Golub Capital, and Pretium. His experience spans both the client-facing and operational sides of capital formation, giving him a unique perspective on the intersection of data, relationships, and process.

At Turning Rock, GT leads a small, nimble investor relations team and emphasizes process as a cornerstone of success. He walks listeners through their disciplined weekly cadence, from Monday partner meetings to regular pipeline reviews and strategic engagement planning. He highlights the importance of communication, preparation, and execution—drawing parallels between the sales process and the investment process. GT emphasizes how using case studies to tell the firm's story and show live deal execution helps investors connect with the firm's strategy in a tangible way.

One of the key takeaways from the conversation is GT's focus on process, particularly CRM and data management. He discusses the critical role a robust CRM plays in managing LP relationships, tracking touchpoints, and driving accountability across the sales process. GT underscores the need for clean, accurate, and regularly updated data to keep fundraising efforts efficient and effective. He also explains how capturing detailed notes and tracking patterns in investor questions helps tailor messaging to different audiences, whether pensions, insurers, or consultants.

GT also shares his leadership philosophy—"be a captain on the team"—highlighting the importance of preparation, attention to detail, and humility. He leads by example, believes no task is too small, and stresses the value of clarity, respect, and integrity. For younger professionals, his advice centers around building trust, staying curious, and viewing every experience as an opportunity to compound your skills over time. His passion for the work and belief in continuous improvement shine throughout the episode.

This episode offers a masterclass in combining discipline, empathy, and process to build lasting investor relationships in a competitive fundraising landscape.