

Graham Rich

Director | brilliant!



Graham is credited as one of the pioneers of the Australian and New Zealand managed funds industries, and managed funds research in particular.

Through his private company, Fiduciary Ltd, Graham has founded a number of businesses in the managed funds area, and has provided strategic planning and marketing services to many more.

Most prominently, Graham was founder and for 18 years, CEO and publisher of what became the largest fund ratings company in Australia and New Zealand, during which time he initiated and introduced fund star ratings to the marketplace, merged his company with global funds ratings house, Morningstar, and grew the company to dominate retail managed funds data and ratings in Australia and New Zealand.

Graham is a regularly sought after speaker and media commentator on managed funds, their research and trends.

brilliant! joint ventures with specialist investment information providers to ensure that their complex material is developed and communicated to best effect for investors, financial institutions and intermediaries.



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