## Jeff West

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**Profile**

Game changing industry veteran with more than 15 years of experience in financial content and data. Vast clientele of ETF sponsors, Index Providers, Hedge Funds, Advisors, Internet Portals, Independent Research Providers and Channel Partners. Depth of experience in the negotiation of complex multi-tier licensing agreements, business development, buyouts and mergers in the financial information industry. Product Management experience includes conception and design of innovative index and data products.

## Professional Experience

## Value Line Research 6/14 – 7/15

## *Global Index and Data Products Executive*

Third party research provider with thousands of individual and professional subscribers.

* Charged with creating indexes and model portfolios using Value Line research and products
* Licensed model portfolios for use as Value Line branded exchange traded products
* ETFs include VLSM, VLML and VLLV
* Licensed Value Line research, ratings, estimates and content for use by financial institutions, online brokers and web portals

## StreetFeeds LLC 6/11 – 6/14

## *Owner*

Advised information, media and technology firms on B2B digital strategy, innovation and commercialization.

## Mergent 3/08 – 6/11

## *Managing Director, Head of Data Licensing*

## Founded more than 100 years ago as Moody’s Investor Service, Mergent, Inc. is a leading provider of business and financial data on global publicly listed companies.

## As MD of Data Licensing, licensed data feeds to major accounts globally, including *JP Morgan, Fidelity, Google, EBSCO, Argus Research, Moody’s* and *S&P Capital IQ.*

* Conceived of, and designed, innovative data delivery products including Mergent RT, a data feed delivery platform and Mergent’s suite of API data products. Managed the internal and third-party development of product sets from inception to implementation. These products changed the way Mergent delivers data to clients and expanded the market of users from primarily US-based library subscribers to global institutional clients, redistributors, web developers and app developers.

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## Morningstar/Ipreo/Hemscott 12/04 – 1/08

## *Vice President of Licensing*

## Member of management team that successfully divested the Hemscott division of Ipreo to Morningstar.

* Managed data feed licensing team sales efforts.
* Signed deals with high profile accounts such as *Nasdaq, Yahoo!, Goldman Sachs, Interactive Data, eTrade, Associated Press, AOL, Forbes, LexisNexis, Microsoft, Telekurs, Marketwatch, WSJ.com, Xignite,* and *Wall Street on Demand.*

**S&P Capital IQ/Simply Stocks** **2003 – 11/04**

# *Consultant – Financial Services Sales/Licensing*

# Worked directly with the founder of Simply Stocks to develop its data feed strategy and helped build and grow its business to complement the existing institutional market data tool product line. Assignment continued through Simply Stocks acquisition by Capital IQ and through the Capital IQ acquisition by McGraw Hill/Standard & Poor’s.

## Reuters/Multex/Market Guide 1999 – 2003

## D*irector of Business Development*

Led data feed licensing efforts of national accounts working closely with fledgling dot com industry pioneers such as *Yahoo!, AOL, Intuit, Morningstar, NYSE, Sungard Systems, Factset, CNBC*, and *Business.com.*

* Consistently produced major licensing agreements in the six and seven figures.
* Expanded the market for data feed products by working with management and product teams to design a new small cap coverage product. Successfully led the sales efforts of this new product taking it from initial stages to coverage of hundreds of new companies.

### Homeworks, Inc / ModularCenter.com - Ronkonkoma, NY 1987 - 1999

***President -Licensed Real Estate Broker and Builder***

Built more than 200 residential and commercial projects in the tri-state area.

### Stuart James & Co 1984 - 1986

***Stockbroker*** SERIES 7 AND 63 (lapsed)

**Education**

**State University of New York** **– Buffalo, NY** **1980-1984** Bachelor of Arts - Communications