

## Pinellas County, A Sound Business Decision for Manning and Napier

[Manning and Napier](#) is growing and growing fast. The financial services firm announced a record year in 2004, with \$1.1 billion in new client assets. Founded in 1970, Manning & Napier Advisors, Inc. is a financial services firm, specializing in



Mr. Jeff Herrmann, Co-Director of Research at Manning & Napier Advisors

portfolio management for corporate benefit plans, individuals, endowments, foundations, and municipalities. They serve clients in over 49 states and manage over \$10 billion in client assets.

With such explosive growth, [Jeff Herrmann](#), Co-Director of Research at the firm, decided that the time was right to expand a new client services office. The company employs some 225 employees, most of them in Rochester, New York, but they also have offices in Columbus, Ohio and Atlanta, Georgia.

### Can we find the experienced financial professionals we need?

“Our needs were two-fold, first we wanted to ensure we could find the experienced financial professionals we need in this region and have the ability to work with local universities to seed our organization with ambitious interns. Secondly, we wanted a quality of life so outstanding that we could lure talent from around the globe. We

found exactly what we were looking for in St. Petersburg.” Jeff Herrmann explained.

Management professionals are essential to companies such as Manning and Napier that consistently outperform the S&P 500. The Tampa Bay region is noted for its developed [financial services cluster](#) and [Pinellas County](#) is home to industry giants such as Raymond James and Franklin Templeton. Through the [University of South Florida](#), [St. Petersburg College](#), the [University of Tampa](#) and numerous MBA programs in the region, the firm will find internship programs promoting tomorrow’s financial professionals, but this was only part of the case to be made for a Pinellas location.

### A Sound Business Decision

For a financial firm committed to making excellent investments to grow clients’ portfolios, it was essential that a decision for a new Manning and Napier location be

based on a competitive business analysis. Corporate executives found [Pinellas County's pro-business climate](#) and [Florida's favorable tax structure](#) and [innovative investment tools](#) fit perfectly with a company focused on the bottom line.

Jeff expanded, "From the beginning, we were focused on choosing a site that made sense in the overall expansion of our organization. Pinellas County and the City of St. Petersburg made a persuasive business case for this site and then went further. Beyond assisting us through the process of our move, the support we have received since our arrival has made us feel we are a part of the community."

### **Live, Work and Play**

When asked about finally choosing St. Petersburg, Jeff answered, "We have a small team of experienced executives who work long hours in a very intense industry. They need convenience and opportunities to play hard and blow off some steam. I love living here and have found everything I need is a short walk away."

Living in [downtown St. Petersburg](#) is ideal for busy professionals. The City has a developed downtown core with concerts, shopping, great restaurants on the water and remarkable residential communities. [Sailing, biking, tennis and golf](#) are a way of life in the region, and just out the backdoor for Pinellas County residents.

### **Welcome to Pinellas County**

Manning and Napier representatives continued to meet with [Pinellas County](#) and the [City of St. Petersburg's Economic Development](#) teams throughout their decision-making and due diligence process to identify potential business sites, available housing, business incentives and local colleges and universities. Today Manning and Napier's office is located in the heart of downtown St. Petersburg at 360 Central Avenue. Jeff Herrmann walks to work each day.

Manning & Napier has created 10 new jobs in Pinellas County, employing several high-wage financial analysts. The company has plans to further expand its Pinellas operations. For more information about Manning and Napier, visit [www.manningnapieradvisors.com](http://www.manningnapieradvisors.com).

To learn more about opportunities for growing businesses in Pinellas County, please visit [www.pced.org](http://www.pced.org) or call Pinellas County Economic Development at (727) 464-7332.