

InvestEdge Hires New Executive Vice President of Sales

A New Year Brings New Opportunities on the Sales and Marketing Front

PHILADELPHIA, PA — January 17, 2017 — InvestEdge, Inc., a leader in innovative advisor solutions, has announced that Chris Ollendike, co-founder and former SVP of Business Development at FolioDynamix, has recently joined the executive team at InvestEdge. Mr. Ollendike has been hired as EVP, Director of Sales and will lead the company’s business development and marketing efforts. Chris will oversee the sales strategy and delivery for both InvestEdge and MMxChange. MMxChange is a newly created subsidiary of InvestEdge that provides a digital marketplace for wealth managers and digital advisors to build their own custom investment platform.

“I am delighted to join the InvestEdge team as this is an exciting time for the company’s expansion and growth” said Ollendike in a statement. “InvestEdge has a solid strategy to take advantage of market opportunities and I am excited to broaden my contribution to help the company meet its long term goals and objectives.” said Ollendike.

“We’re thrilled to welcome Chris aboard during this exciting period of growth,” said Bob Stewart, Founder and CEO. “I have great respect for Chris’s proven experience within the industry. His knowledge and enthusiasm will be key to our success.”

[About InvestEdge, Inc.](#)

[InvestEdge](#) is a leading provider of innovative advisor solutions to financial institution firms. Our award winning open architecture platform provides a full suite of tools that automates key front-office functions that include advisor dashboard, alerts, portfolio management, performance measurement, reporting, compliance monitoring, trade/rebalancing, data aggregation, client and investment (through MMxChange a subsidiary of InvestEdge) portal solutions.

[MMxChange](#) is the first digital distribution portal servicing the wealth management industry. MMxChange provides a digital marketplace that lets you design, build and control your own custom investment platform – at a fraction of the cost of other platforms. Its unbundled open architecture allows you to select the solutions you need, when you need them, so you can always meet your clients’ specific goals in a quickly changing market. This unprecedented flexibility enables you to scale your business at a lower cost.

To learn more, visit <http://www.investedge.com> <http://www.mmxchange.com> or call 1-800-830-1839.