



AXS Investments Names Industry Pioneer Benjamin Fulton as Managing Director, Global Business Development

Unites ETF and Fund Industry Trailblazers to Drive Innovation and Large-Scale Investment Access for Individuals Globally

NEW YORK, March 31, 2021 – [AXS Investments](#), a leading alternative investment manager, today announced that ETF and fund industry pioneer Ben Fulton has joined the firm as managing director for global business development.

With over 35 years of experience in financial services, Fulton has long been recognized as one of the pioneers of the ETF industry and as a groundbreaker in the creation and widespread adoption of innovative investment products and structures for individual and institutional investors. With AXS, Fulton will spearhead new product initiatives and business development globally.

Fulton’s pioneering work includes his well-known tenure with PowerShares Capital Management, where he oversaw product development and later ran the global ETF business for Invesco. Fulton was a driving force behind Invesco’s AUM growth from \$200 million to over \$80 billion. He has been credited with seven “ETF of the Year” awards and has received numerous other industry honors and tributes for his role in bringing dozens of first-of-their-kind funds to market. Over the course of his career, he has launched over 200 new ETFs and other investment products, accounting for approximately \$150 billion in current combined assets.

“Ben has spent decades as a trailblazer in product innovation, creating greater access for investors globally in important first-of-their-kind investments,” said Greg Bassuk, Chairman and CEO of AXS Investments. “We are honored and thrilled that Ben has joined AXS to further drive our product expansion into the future. His approach and philosophy perfectly align with the commitment to innovation, transparency and investor solutions that have defined AXS since our inception.”

“I could not be happier to join AXS, an organization that is clearly well-positioned to be a leading driver of the next wave of large-scale innovations in asset management, where the opportunities for growth are similar in size and scope to what we saw in the ETF industry when the widescale adoption of those products took off,” said Ben Fulton. “Whether it is via ETFs, mutual funds or other types of product wrappers, I believe the solutions offered by AXS, both those that are currently available and those that we’ll be excited to introduce in the coming months, are poised for significant growth as they address serious needs for investors and financial advisors.”

Fulton joins AXS Investments on the heels of several major growth milestones for the firm. In just the last 90 days:

- AXS closed on its [12th acquisition of long and strong track record funds](#);
- The firm was awarded “[Best Alternative Asset Manager USA 2020](#)” by Capital Finance International;
- AXS further expanded its national distribution team with [several hires of veteran sales professionals](#);
- The firm announced its establishment of the [AXS Institute for Sustainable Investing](#) in collaboration with prominent [global sustainability trailblazers from academia, business and government](#) to advance solutions for enhanced environmental, social and governance (ESG) outcomes for the broader investing public; and
- The AXS Multi-Strategy Alternatives Fund (KCMTX) received the [2021 SMArtX Award for Best Risk-Adjusted Returns](#), continuing its nearly 13-year reliability for investor portfolios.

“We’re very proud of all that we’ve accomplished since our inception,” added Bassuk. “Now, with Ben joining our organization, we’re very excited about the many developments still to come in creating greater investment access for investors in the approaching months and years.”

About AXS Investments

[AXS Investments](#) is a leading alternative investment manager providing a diversified family of alternative and sustainable investments for investors seeking alternative sources of growth, income and diversification. The firm empowers investors to diversify their portfolios with investments previously available only to the largest institutional and high net worth investors. The investor-friendly AXS funds are time-tested, liquid, transparent and managed by high pedigreed portfolio managers with long and strong track records. For more information, visit www.axsinvestments.com.

Important Risk Disclosure

There are risks involved with investing including the possible loss of principal. **Past performance does not guarantee future results. Investors should carefully consider the investment objectives, risks, charges and expenses of the fund before investing. To obtain a prospectus containing this and other important information, please [click here](#) to view or download a prospectus online. Read the fund’s prospectus carefully before you invest.**

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