

PRWeb, London, June 5th 2007-- AlternativeSoft expands in the United Kingdom

AlternativeSoft has named Vic Kotecha, Head of Sales for the UK Market. Mr. Kotecha will be based in London and will concentrate on enhancing the client base within the growing fund of hedge funds and institutional markets. With more than 5 years experience in sales and marketing, he will be responsible for AlternativeSoft's HFOptimizer platform to the UK, Guernsey and Jersey markets.

Prior to joining AlternativeSoft, Mr. Kotecha was Sales and Account Manager at Bloomberg covering major institutions in London. During the following two years, Mr. Kotecha moved to Citigroup, where he was eCommerce Sales Manager responsible for the Eastern European and Middle East Market

"With the increased access and continually growing use of Alternative Investments by investors, minimizing the downside volatility associated with hedge fund returns and building portfolios with hedge funds will continue to play a predominant role in the markets. Solutions that help to keep an eye on downside risk offer great opportunity." said Mr. Kotecha."

"Expanding our business with fund of hedge funds and pension funds in the UK, Guernsey and Jersey, is a key component of AlternativeSoft's growth strategy. Our aim is to stay at the fore front of quantitative solutions for the hedge fund industry and provide an easy-to-use software platform to build fund of hedge funds." Mr. Joehri, Managing Partner at AlternativeSoft said in a statement, "Vic brings a wealth of experience in terms of sales, marketing and client relationship management which will not only benefit AlternativeSoft, but our clients as well."

AlternativeSoft, a Swiss registered company, has offices in Zurich, London and New-York. AlternativeSoft offers a powerful software platform, called HFOptimizer. The software platform is being used by fund of funds, banks and pension funds to help construct portfolios which minimize extreme negative returns, select the best hedge funds and provide guidance with tactical asset allocation. For more information, please, go to www.alternativesoft.com.

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