

Craig Sterling

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Craig Sterling is a managing director, head of equity research, U.S., director of the core equity team and a portfolio manager at Amundi Asset Management. As head of equity research, he directs the firm's Boston-based team of fundamental and quantitative equity research analysts, which serves as the primary analytical resource for the firm's U.S. equity and multi-asset strategies, and contributes to Amundi's global equity research expertise. The team's focus is on high-conviction ideas and superior portfolio surveillance based on extensive analyst industry experience, comprehensive creative and independent research, and a common corporate performance and valuation framework grounded in business model economics demonstrated through the firm's proprietary economic value added (EVA) model. He also helps manage research on environmental, social, and governance (ESG), which is used throughout the firm's U.S.-managed equity and multi-asset portfolios. As director of the core equity team, Sterling also oversees the portfolio-management teams leading the firm's large-cap core equity portfolios. He is also a member of the portfolio-management teams managing the research-based, "best ideas" strategies. Sterling also serves on the Amundi U.S. Investment, ESG, Fair Valuation, and retirement plans committees.

Before joining Amundi Asset Management, Sterling was managing director and global head of equity research at EVA Dimensions LLC, an independent equity research firm. At EVA, he served on the executive committee and managed a research team that published company, industry, and thematic research based on the EVA-based framework. Additionally, Sterling consulted with asset-management and hedge-fund clients on all aspects of their fundamental investment decision process; engaged in bespoke client projects; and actively contributed to continuous improvement of the EVA platform.

Before June 2011, Sterling was a director in the HOLT group at Credit Suisse, where he led the firm's effort to develop HOLT into a highly valued provider of equity research. He developed strategic frameworks for hundreds of company and sector analyses that integrated a common economic framework with fundamentals and themes. Sterling also co-authored papers on mergers and acquisitions, corporate life cycles, and understanding the valuation of companies and industries in secular decline. Before joining Credit Suisse, Sterling worked in the global industrials group of the investment bank of UBS and the investment services division of Mesriow Financial. Sterling received a B.S.B.A from Washington University (St. Louis) and an M.B.A. from the University of Chicago's Booth School of Business.