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Alexander Game to join Liontrust Economic Advantage team

[Liontrust](#), the specialist asset management company, announces the appointment of Alexander Game, CFA, as a fund manager for the Liontrust Economic Advantage team*.

Alexander is an experienced UK equity fund manager with particular expertise in investing in high-quality small and mid-cap stocks. He joins Liontrust from Unicorn Asset Management where he worked for almost a decade and was a named manager on the Unicorn UK Growth Fund, Unicorn UK Smaller Companies Fund and Unicorn AIM IHT and ISA portfolio service.

Commenting on the appointment, Anthony Cross, Head of the Liontrust Economic Advantage team, said: "Alex is a natural fit for our team, bringing with him a strong track record of identifying attractive long-term investment opportunities and an investment ethos that is closely aligned to the Economic Advantage process.

"We have always been alive to the importance of bringing fresh talent into the team to ensure we are well resourced for future growth and development, and we look forward to working closely with Alex when he joins in May."

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Notes to Editors:

*** About the Liontrust Economic Advantage team**

The Economic Advantage process seeks to identify companies that possess intangible assets which produce barriers to competition and provide a durable competitive advantage that allows the companies to defy industry competition and sustain a higher than average level of profitability for longer than expected. In the fund managers' experience, the hardest characteristics for competitors to replicate are three classes of intangible asset: intellectual property, strong distribution channels and significant recurring business.

Further details on the Economic Advantage team can be found [HERE](#)

Liontrust

Liontrust is an independent, specialist asset manager established in 1995, listed on the London Stock Exchange in 1999. Headquartered on the Strand in London with additional offices in Edinburgh and Luxembourg, Liontrust had £27.6 billion in AuMA as at 12 April 2024. Liontrust seeks to enable investors to enjoy a better financial future through investing in a range of global equities, fixed income, sustainable investment and multi-asset portfolios and funds.

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