

Asante Expands West Coast Footprint

Asante Capital Group (“Asante”) has expanded its California presence by adding additional team members, most recently Connor Burke, who previously worked at Jefferies’ private funds group and Accord Asset Partners. Burke’s addition follows Asante’s move to a new office space based in Newport Beach, allowing for better local connectivity across the broader Southern California region.

The growth in the Firm’s West Coast team, led by Managing Director Brandon Lay, further bolsters Asante’s presence across North America, alongside its established New York office and broader global footprint across London, Hong Kong, and Munich. The Newport Beach office has been critical in deepening the firm’s existing West Coast relationship network with private equity managers and investors and, at a global level, has enhanced Asante’s ability to provide more comprehensive on-the-ground engagement with private equity investors.

Since early 2023, Asante’s West Coast team has supported landmark fundraising closings for clients like Norvestor and Tenzing in Europe, 5Y Capital and the Longreach Group in Asia, and Gemspring and Mill Point Capital in the US, among others.

“We have been working with West Coast-based clients and investors since the inception of the Firm, and a growing local presence allows for deeper connectivity with our current clients and the chance to build new relationships across the region”, said Brandon Lay, Managing Director at Asante. “Our goal is to offer our GPs best-in-class primary and secondary solutions, which means having a greater presence in the areas with the largest pools of capital– which is exactly what our West Coast presence ensures.”

“Consistent with our truly global physical presence, we are proud to have a strengthening California-based team whose skills and expertise will continue to bolster our global offering,” Lay added.

“Our growing presence in the West Coast region enables deeper penetration within local networks, leading to better outcomes for our clients around the world. While we have always been global in our approach and outlook, we are one of the few independent placement agents with a physical presence and talented teams in hubs across all five of the world’s leading financial markets,” said Fraser van Rensburg, Asante co-founder and Managing Partner.

About Asante

Asante Capital Group is a leading independent private equity placement and advisory group. Founded in 2010, the firm has offices in London, New York City, Hong Kong, Los Angeles and Munich. The team of over 75 professionals has advised on over \$80 billion of successful private capital raisings across the globe, raising capital from North American, European, Middle East and Asia-Pacific-based investors. Asante specializes in GP advisory and fundraising support across primary, direct and secondary investments.

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