



Market Street Advisors

801 Cassatt Rd., Suite 212
Berwyn, PA 19312

Contact: Jon Anderson
janderson@marketstreetadvisors.com
484.615.6269 x107

For Immediate Release: Market Street Advisors Announces New Roles and Staff Additions

BERWYN, PA, October 18, 2011 – Market Street Advisors, a technology and services innovator for the investment management industry, is pleased to announce the addition of Joe Kilgallon and an expanded role for Heather Sullivan within the company. Increased interest in the company’s technology and service solutions led to the addition of Joe as a Director of Business Development. Heather’s industry experience and knowledge of Archer MSA® will help support a growing client base and their dynamic needs in her new role as a Strategic Relationship Manager.

Bryan Dori, President of Market Street Advisors, said, “We and our clients will benefit from both Joe and Heather’s energy and experience as we continue to grow and maintain successful client relationships.”

Joe Kilgallon joined Market Street Advisors after serving as a partner for PPB Advisors, LLC, an institutional hedge fund platform. While there, he designed and developed the portfolio modeling and asset allocation business for high net worth advisors. In addition, he was responsible for creating and running the advisor relations team working on both the internal and external sales side. Joe received his BS in Finance from Rider University.

Prior to joining Market Street in 2010, Heather served as a Relationship Manager for Clearbrook Financial’s managed account platform where she was responsible for the development of new and existing investment manager relationships. Prior to Clearbrook, she served as an Implementation Manager for PFPC’s Money Manager Outsourcing Group where she was responsible for the transition of new clients. Heather also spent time working at 1838 Investment Advisors in the Managed Accounts Trading area and was also accountable for external sales support. Heather graduated from St. Joseph’s University with a BS in Finance.

About Market Street Advisors

Market Street Advisors is a technology and services innovator for the investment management industry, and is the developer of Archer MSA®. Archer MSA is a fully integrated, web-based platform that provides a wide range of services for institutional, private wealth and wrap investment managers. Some of its salient features are: tax lot accounting for domestic and international equities, complex fixed-income, derivatives, and ETFs. Additional features are a robust portfolio management suite of services that include multi-discipline accounts as well as automated reconciliation, performance measurement, reporting, document management, and integrated workflow. Coupled with Archer MSA is a full range of operational services allowing for the full outsourcing of middle and back office processes for the investment management industry.