

New JP Morgan Exec Seeks to Accelerate Wealth Alts Push

J.P. Morgan's new head of private wealth discusses her priorities in the role and how she is continuing to develop its sales strategy.

By **Sam Heller** | July 14, 2026

J.P. Morgan Asset Management is looking to make a bigger splash in the wealth space with alternatives amid intense competition for self-space in that market.

The firm tapped Stephanie Davis from Hamilton Lane [four months ago](#) to lead the charge, which involves speeding up the firm's product launch timelines and assessing its sales team structure.



Stephanie Davis

J.P. Morgan has launched a spate of alts offerings for wealth clients and manages \$238 billion in alternative assets.

Davis, who was tasked with driving Hamilton Lane's strategy for wealth-market product launches, intends to keep expanding J.P. Morgan's product suite. She spoke to FundFire about the firm's approach to alts sales, how the firm is tackling the RIA channel, product gaps, and why tender offer vehicles aren't dead.

Q: What's a potential misstep that you are trying to avoid or are wary of in this new role?

A: Understanding how strategic partners work, and you can't just push products.

That can definitely be a misstep – you have goals to meet, and you want to sell these products, but you do have to look at the holistic picture, especially when you're talking to strategic partners.

We break the world down into channels. Our specialists can really sell to all the channels, but our generalists will be channelized to, say, the wealth management channel, the large wirehouses or the independent broker-dealer [IBD] channels.

And then you have your RIAs. It's a very different sale for RIA. A sale at an RIA does take a lot longer than maybe a sale when you're walking around an office in a wirehouse, where a product has been "dilligenced", approved and vetted. It can take two- to two-and-a-half years before an RIA may write up a ticket. They want to build a relationship. They want to know you have expertise in what you're selling. They want to see a track record. There's a lot that RIAs require. It's a very, very different kind of consultative sale.

Q: As you continue to grow your team, how are you looking to hire or expand coverage?

A: We have a channelized approach at the generalist level, but we have a generalist approach at our specialist level. And so we're keeping an eye on what that is going to look like going forward as we start to bring more products to market. Do we start even channelizing our specialists? I might have a specialist that really focuses on IBDs, which might need more specialized education. The IBD channel is newer to the alts space, so that's an area that we're really looking at.

Product development is very, very key right now. I think also national accounts and really servicing the home offices, helping them also determine best practices for their advisors. Having the national account capabilities to really service those enterprise RIAs, wirehouse home office, IBD home office, is something that is really important from a strategic standpoint.

Q: How does the firm think strategically about product launches? And what timeline do you work with?

A: First, we do an assessment of the product – is there demand? Do we have the capabilities? Do we have the deal flow? And building out a plan around that. When we determine that it is going to be approved, it's then about taking it to market and [figuring out] what that plan looks like in terms of marketing, sales, sales enablement and all the way to product placement.

It's a long cycle that we are trying to condense and have templates in place to get these products to market faster and make sure that you have a well-built-out sales plan around each of these strategic partners. Say you're bringing a product to market at Morgan Stanley, which we recently did, what does that plan look like? Knowing that their product [plan] is

built out usually a year in advance. My team knows well in advance where Morgan Stanley's gaps are, and where they're looking to build out their product suite.

Having that timeline built out is something that we've been really trying to nail down since I've been here.

Q: How are you thinking about advisor education?

A: AI and technology is helping with education because your reach can be a lot broader.

If you look at firms that are getting into the space, you'll see a lot of roles for digital sales enablement people. These firms are bringing in people that specialize in how to get content out to the masses. At J.P. Morgan, we hired a person solely to do marketing for private wealth alternatives, which is a newer role here. Part of that role is to help us build out a true educational program.

Q: What product wrappers make the most sense for wealth clients getting into alternatives?

A: I believe that certain wrappers fit better with certain strategies. Do interval funds fit nicely with every single strategy? Probably not. For credit, it is a good one. Private equity and interval funds might be a little bit of a different animal. Private equity fits really nicely in evergreen products with a tender offer structure. So I don't think tender offers are dead, and I don't think the whole world should rush into interval funds.

Now you have the public-private hybrid models. These structures are really giving access points and hopefully taking some of the friction out of making investments into some of these different types of strategies.

Q: Are there different alternative asset classes that you're looking to bring down market now?

A: Infrastructure is a trend that is not going away. We have a very large infrastructure team that's been in business for a very long time, and so packaging our infrastructure capabilities into products that can fit more of that wealth space is something that we're actively doing as we speak.

Q: How have you been tackling the wealth space with alts since joining J.P. Morgan?

A: Well, I would say my whole career has really been spent in private wealth and in some way, shape or form in the alternative space. That DNA has been in my family ... my dad was a financial advisor at **Merrill Lynch**. He had some hedge fund relationships. So, I followed his path.

I worked for a big decent-sized private markets firm and created products and helped build out their wealth platform and then J.P. Morgan called. When J.P. Morgan calls, you pick up the call.

We are not maybe the powerhouse that we can be in alts, but we're getting there.