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Marketing Firms Baldwin and Palomar Merge

By Paul Barr, Senior Reporter [Email this story](#)[Printable Version](#)[Order Reprints](#)

Tuesday, October 09, 2001

BOSTON (HedgeWorld.com)—Baldwin Partners and Palomar Group LLC, have combined operations to form Coronado Investments LLC.

The two hedge fund marketing firms united because the institutionalization of the hedge fund industry is increasing the demand for larger firms, said Alex Bentley, managing member in the firm's Boston office and former head of Baldwin. "They want more out of a hedge fund marketing firm," he said.

As part of the merger, the firm is registering as a broker/dealer with the National Association of Securities Dealers, something that clients were asking for, Mr. Bentley said.

Greg Lyle, the former head of Palomar, will head Coronado's West Coast operation out of Carlsbad, Calif. A third office is planned by the end of the year, as Coronado continues to expand its business, he said. The office will be in the middle of the country.

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