Meet the C-Suite/Leadership: Andy Murphy, partner at GENCapital

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Welcome to Atlanta Business Chronicle’s “Meet the C-Suite/Leadership,” where each week we will feature one of the city’s most high profile c-level executives.

This week meet Andy Murphy, partner at GENCapital.

Name: Andrew (Andy) J. Murphy  
Company: GENCapital  
Title: Partner - Senior Investment Advisor  
Headquarters: Atlanta  
Background: I graduated from Furman University, where I earned an B.A. in Business Administration. I then earned my M.B.A. from Georgia State University's Executive M.B.A. Program at the Robinson School of Business. Prior to co-founding GENCapital, I served as Senior Vice President at UBS, a Director in the Private Client Services Division at Deutsche Bank in Atlanta, and was a Senior Vice President in the Capital Management Group at Wachovia Bank.  
First job: When I was in seventh grade through my senior year in high school, I helped to run a little league baseball and basketball league at my K-12 school. It was an invaluable experience which taught me the importance of organizational skills and patience through working with kids, parents, and other adults.  
Education: Furman University, BA Business Administration, and Georgia State University - J. Mack Robinson College of Business, Executive MBA.  
Residence: Sandy Springs, Ga.

Business Strategy

How’s business: Business is great! Since GENCapital’s founding in the fall of 2016, we have attracted numerous individuals, families, business, and institutions as clients, including a large institutional relationship in the Southeast. GENCapital was selected out of a field of competitors to assist in the management of the institution’s assets.
**Biggest challenge for your business:** The biggest challenge is the speed at which the market reacts and moves to news events and market data. In the spirit of Moore's Law, technological innovation and integration of communication on so many levels through technology advancements allows individual investors to 'read and react' quickly to news events that may affect the market not to mention institutional investors that may use algorithmic programming to make portfolio changes at 'light speed.' A big part of our job is keeping our clients on course given their current financial goals, aware of what is happening in the market and comfortable with the plan we are implementing for their financial future.

**What's going to change at your company in the next year:** Certainly we want to grow, but do it in a smart way. We have a group of clients whose families and businesses have been with us for quite a while. We want to maintain a very high and thorough service level to meet their financial goals and needs. To grow and maintain this service level for current and new clients alike, we must spend a lot of time focusing on achieving the proper balance of work flow, efficient system implementation, and sharp, qualified hires to meet our clients diverse financial needs.

**Company goal yet to be achieved:** We would like to add 1-2 additional, seasoned investment advisors to the team along with approximately 5-10 new relationships where we can provide holistic financial advisory services.

**Management philosophy**

**Guiding principles for good management:** It's a team effort. It's about a team that respects and likes each other, where we can provide a good place to work. We are wearing many hats these days, and this allows us to understand our business and clients more completely.

**Best way to keep competitive edge:** Stay informed. Stay current. Our people are well-educated, with degrees and professional designations, and we foster an academic environment. We stay in close contact with clients and their ever-changing needs.

**Why people like working for you:** People like working for GENCapital because we provide a team atmosphere. It all goes back to hiring good people and effective management. Also, our workplace is fun and family oriented. We talk about families a lot and know that our families are very important to each team member. To a degree, our workplace is built around that.

**Most inspiring entrepreneur:** Warren Buffet. His philosophy is based around the fact that the market is so volatile, we are all better off making investments in good companies (things that make sense) rather than trying to predict macroeconomic events and their individual impact on stocks. He takes the value investing approach to another level, but not being as concerned with the stock market. His famous quote is: "In the short term the market is a popularity contest; in the long term it is a weighing machine."

**Judgment calls**

**Best business decision:** Getting married and having kids – it's my rock and support base. My greatest joy is being with family.
Hardest lesson learned and how you learned it: Over promising and under delivering. Earlier in my career, I had a tough time saying ‘no’ or ‘I don’t know, but I’ll find out who does.’ I am a strong believer in sticking with my core competencies and bringing in team mates or other experts with complimentary skills to meet the needs of clients. However, there are times when it’s best for the financial advisor (in this case me) to say ‘that’s just not what we do’ or ‘there is really no viable solution to the question that’s been asked.’ I’ve learned to stick to my core competencies.

Toughest business decision and biggest missed opportunity: The move to leave the corporate world after 25+ years was stressful and difficult. We spent almost 2 years vetting our Registered Investment Advisor and conferring with its founder, Brett Danko. Ultimately, Main Street Financial Solutions (of which GenCapital is a member in Atlanta) provided for clients and employees the best combination of the very best traits of the many firms we visited. Now that this transition is complete, and we are 7 months into our new venture I wish I made the move 10 years prior to last year. Regardless, I am extremely pleased that we are here today and able to serve our clients in the manner they deserve.

True confessions

Like best about job: I truly enjoy working with and having contact with our clients, meeting prospective clients, and working shoulder-to-shoulder with our team here at GenCapital. We have an intelligent and engaging group who offer best of breed services to our clients without worrying about silo management that many experience in large corporations. We strive to solve the problem.

Like least about job: Not solving the problem...Maybe it cannot be solved.

Pet peeve: My pet peeves are Atlanta traffic, laziness and not taking the initiative.

First choice for a new career: Fly fishing guide in some place hot. I love to fish in salt water and the flats.

Predilections

Most influential book: Viktor Frankl, Man’s Search for Meaning

Favorite cause: Kids & Pros. Under retired Atlanta Falcon Buddy Curry’s leadership, Kids & Pros is a non-profit, youth sports organization that teaches football fundamental skills and character lessons to youth.

Favorite restaurant: My kitchen at home when my wife and kids are there. If I have to pick a for-profit restaurant, it would have to be Vic’s on the River in Savannah, Ga. I absolutely love it. There is nothing bad on the menu. I grew up in Savannah, and we ate lots of seafood. Vic’s combines the very best of southern coastal cuisines with Savannah’s rich history.

Favorite way to spend free time: Family always family. My kids are extremely involved in their school work and sports. During the school year, we spend a lot of time at their school whether it be various school activities or the watching them play sports. I also have a little river boat, and
when it’s warm we can cruise the Chattahoochee occasionally. Plus, we enjoy travel...we have family out in Colorado and still have family in Georgia’s coastal region.

**Favorite music:** I like all types - classic rock and southern rock primarily - some country and some classical. All three of my kids play the violin, and I learned to really enjoy a variety of classical music through listening to them practice. My wife and I have regularly attended Hootie and the Blowfish’s summer concerts on Daniels Island (near Charleston) and will do so again this summer.

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