



## **DR. JEFFREY COONS JOINS HIGH PROBABILITY ADVISORS AS CHIEF RISK OFFICER AND DIRECTOR OF INSTITUTIONAL SERVICES**

**Rochester, N.Y., September 10, 2019**— High Probability Advisors (HPA), an investment advisory firm based in Pittsford, New York, has added a partner, Jeffrey S. Coons, Ph.D., as Chief Risk Officer and Director of Institutional Services. Dr. Coons brings more than 30 years of investment industry experience to HPA, with a career focused on understanding and managing investment risks faced by clients.

Dr. Coons was most recently with Manning & Napier, Inc., where he served in a wide variety of investment- and management-related roles. He held the positions of president, co-CEO, research director and portfolio manager among others during his 30-year tenure at the firm. Dr. Coons' academic background includes a B.A. in economics from the University of Rochester and a Ph.D. in economics from Temple University as well as a Chartered Financial Analyst designation.

"When I looked into the advanced strategies and solutions that Mike and Steve had developed for HPA, they immediately resonated with my view of where the industry is headed," stated Dr. Coons. "It is a great pleasure to be part of a firm that is focused on providing evidence-based investment approaches and squeezing out those decisions that raise the risk of failure in an investment program. The investment industry is changing rapidly, and I believe HPA will be at the forefront of those changes for the benefit of our clients."

Stephen Carl, CEO of HPA, commented, "We are thrilled to add Jeff to what we believe is already a deep and experienced team here at HPA. Having worked with Jeff before, I know his extensive industry experience and his unwavering integrity provide an excellent fit for this key role in our growing firm."

HPA's Chief Investment Strategist, Michael Jones, added "Jeff is a proven leader in the investment industry with an unwavering focus on achieving client goals and objectives. We are confident that he will help us achieve our mission of providing solutions that give our clients a high probability of success."

### ***About High Probability Advisors***

*High Probability Advisors is an advisory firm founded in 2017 by Stephen Carl and Michael Jones, each of whom brought decades of investment and client service experience to build a firm with one simple mission: to employ academically proven strategies that provide each client with a high probability of financial success over the long term. We provide low cost, highly efficient investment and liability management solutions to a wide variety of clients who need effective stewardship of their long-term assets and liabilities.*