

# Mercury Expands Fundraising Capabilities with Appointment of Jeff Davis as Partner, Origination & Project Management

July 12, 2024



**Mercury Capital Advisors, a leading global placement and advisory firm specializing in alternative investments, today announced the appointment of Jeff Davis as Partner. Based in New York, Mr. Davis will spearhead North American private equity and private credit origination, client relationship management, and project oversight.**

A seasoned financial services professional with over 25 years of experience, Mr. Davis brings a wealth of knowledge and expertise to Mercury. For the past two decades, he has focused on private fund placement, collaborating with managers across private equity, private credit, real estate, and real assets.

John Franklin, Managing Partner commented, “We look forward to leveraging Jeff’s expertise to build upon our fundraising and advisory capabilities. He brings to Mercury deep industry knowledge, a global network of relationships, and significant experience launching strategies across major asset classes that will further strengthen the bespoke advice and service our clients desire.”

Prior to joining Mercury, Mr. Davis held leadership roles at FirstPoint Equity Capital and Eaton Partners. He has also served as an LP at Capital Dynamics and a GP at GE Equity, demonstrating a well-rounded understanding of the investment landscape from both sides of the table.

Mercury Capital Advisors offers a full suite of services for its general partner clients, including fund placement, secondary advisory, fund co-investments, and direct placements. The firm has recently expanded its client roster with the addition of prominent names like Metric Capital Partners, Kennedy

Wilson, and Pomona, while maintaining longstanding relationships with established players such as Gaw Capital Partners, Collier Capital, and Orchestra Private Equity.

Mercury Capital Advisors is a leading global placement and advisory firm specializing in alternative investments. Founded in 2009, the firm serves general partners and limited partners across a broad spectrum of asset classes, including private equity, real estate, infrastructure, credit, venture capital, secondaries, and special situations. With a team strategically located across North America, Europe, and Asia, Mercury boasts a proven track record of success, having advised on over 100 fundraisings and closed over \$100 billion in fund commitments since its inception.

Mercury Capital Advisors is a wholly owned subsidiary of Investcorp, a global leader in alternative investments with a strong presence across four core asset classes: private equity, real assets, credit, and liquid strategies. Investcorp currently manages \$52 billion in assets, including assets managed by third-party managers. The firm operates 14 offices worldwide and employs a diverse team of over 500 professionals.