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# Riverfront and Baird take stake in direct indexing SMA shop

Latest firms to capitalise on disruptive direct indexing rush

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RiverFront Group and [Baird](#) have purchased a minority stake in direct indexing SMA shop, GAMMA Investing.

The firm was founded in 2020 by Lorraine Wang, who was previously global head of ETF products and research at Invesco.

The company offers a custom index SMA (direct indexing) platform that enables advisors to efficiently access a broad range of cost-effective custom index solutions.

A new board of directors for GAMMA will be established and shall include RiverFront COO Karrie Southall and executive director of Baird's wealth solutions and operations Laura Thurow.

There was a direct indexing buy blitz across the industry last year, as firm's increasingly harnessed tech innovation to optimize distribution during the pandemic.

[BNY Mellon Pershing](#) acquired direct indexing capabilities last month through [Optimal Asset Management](#), while other firms like [Vanguard](#), [Franklin Templeton](#), and [PGIM](#) also capitalised on the direct indexing rush.

Optimal Asset Management is set to form part of the [new Pershing X offering](#), a recently launched business unit that builds solutions for the advisory industry.

In July Vanguard acquired Just Invest, while Franklin Templeton purchased [O'Shaughnessy Asset Management](#) and its canvas platform in September.

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