



William J. Smalley

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William Smalley is executive managing director and head of product strategy and management at Virtus ETF Solutions, a Virtus affiliate since 2015, which operates a multi-manager ETF platform providing access to differentiated investment capabilities from select subadvisers.

Prior to founding the predecessor firm to Virtus ETF Solutions in 2012, Mr. Smalley served as vice president at Factor Advisors, an issuer of quantitative ETFs, where he was responsible for institutional relationship management, primary market support, and new product development. Previously, he spent four years at MacroMarkets LLC, where he was instrumental in the design and launch of innovative exchange-traded products and alternative indices, helping to establish and transform the Case-Shiller Home Price Indices (now known as the S&P/Case-Shiller Home Price Indices) into the world's most recognizable performance benchmark for housing prices.

Earlier, Mr. Smalley worked at FactSet Research Systems, where he was an equity portfolio analytics consultant for key institutional accounts, including Franklin Templeton and Raymond James. He began his career in ETF new product development at the American Stock Exchange.

Mr. Smalley earned a B.A. from Cornell University's College of Arts and Sciences. He has been working in the investment industry since 2004.