

NEW YORK, NY, October 3, 2013 **/24-7PressRelease/** -- Samuel Masucci III, Chief Executive Officer of GENCAP Ventures, LLC, has been recognized by Worldwide Who's Who for showing dedication, leadership and excellence in financial services.

Sam has more than 25 years of experience in investment banking, structured product development, sales and trading. He has a proven track record of creating, building and managing businesses for the issuance, sales and trading of: ETFs, index products, commodity products, hedge funds, ABS, and OTC structured products in the U.S. and Europe. Sam is a market innovator and has built successful financial product and asset management businesses for large investment banks as well as start up companies. He has pioneered several new products that have included: indexed linked securities, property derivatives, residential and mortgages, and shared appreciation mortgages. Through his work within financial product development he has been awarded more than a dozen patents worldwide.

Currently, Sam is the CEO of GENCAP Ventures, LLC, a leading company providing full service ETF expertise to investment managers and index providers. His leadership includes client relations and business management. Prior to joining GENCAP, Sam was managing partner and co-founder of MacroMarkets LLC, a firm that managed more than \$1.5B in client assets across several exchange traded products. He also serves as the president of The Cobblestone Group specializing in new market and product development. Earlier in his career, Sam held senior positions at some of the leading investment banks including Merrill Lynch, UBS and Bear Stearns.

Dedicated to his work, Mr. Masucci attributes his success to his tenacity. He first got involved in his profession because he enjoyed learning about finance in college. After graduation, he decided to pursue a career in the industry. His work within financial services has garnered him a William F. Sharpe Achievement Award for the Most Innovative Benchmark Index and the 2008 Time Magazine award for most innovative financial product.

Mr. Masucci received a Bachelor of Science in finance from Penn State University. During his time off Sam enjoys spending time with his family of five children, outdoor activities and Korean martial arts. In the years to come, he would like to continue to develop financial products and markets within the U.S., Asian and European markets.

About Worldwide Who's Who With over 500,000 members representing every major industry, Worldwide Who's Who is a powerful networking resource that enables professionals to outshine their competition, in part through effective branding and marketing. Worldwide Who's Who employs similar public relations techniques to those utilized by Fortune 500 companies, making

them cost-effective for members who seek to take advantage of its career enhancement and business advancement services.

Worldwide Who's Who membership provides individuals with a valuable third-party endorsement of their accomplishments, and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, it offers an online networking platform where members can establish new professional relationships.

For more information, please visit <http://www.worldwidewhoswho.com> .

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