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TRANSCRIPT

3 Questions with... Craig Carter

Featuring:

***Craig Carter**, Executive Director, Corporate Development and Strategy, MSCI*

I'm Craig Carter, Executive Director in the Corporate Development and Strategy team here at MSCI, based out of New York.

Q:

The Strategy and Corporate Development team is key to MSCI's long-term growth. What can you tell us about the strategic planning process?

Craig Carter:

I think each team is critical tot he success of MSCI. The Strategy and Corporate Development team contributes by taking a broader lens to each of our businesses. We seek to assess the dynamics of the current marketplaces in which we operate, while maintaining an eye towards the future. Identifying the needs and how they develop for our clients, how our competitors will innovate, and proactively preparing for those shifts.

Q:

What advice would you give to others interested in a similar role or a firm like MSCI?

Craig Carter:

It starts with your current role - don't just be a doer, approach your role with a strategic mindset, always seeking the understand the 'why'. Why do your clients buy what you're selling? Why do you lose to your competition? When you start to ask yourself 'why' more frequently, you glean strategic insights on your company, your market positioning, your competitors and your clients.

For those interested in MSCI specifically: don't walk, run! This is an incredible place to build a career. MSCI has near limitless opportunities with tremendous franchises and significant tailwinds. Growth means opportunities are plentiful, and you get to work with very smart people who are equally genuine and authentic.

Q:

What's something you believed earlier in your career but think about differently now?

Craig Carter:

Early in my career I've thought success was contingent upon developing superior content knowledge and expertise. I've since realized that your EQ is arguably more important than your IQ. How you treat, engage, motivate influence and collaborate with people will have an outsize impact on you and your team's success.

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