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IMEA Honors Top Marketing and Innovation Leaders at 2025 STAR Awards Celebration
Industry Leaders Honored for Innovation, Client Engagement, and Community Contributions

September 17, 2025 — The Investment Management Education Alliance (IMEA) honored the winners of the 2025 STAR Awards during its annual Celebration and Dinner, hosted by Franklin Templeton in Boston on September 16. The STAR Awards recognize investment management firms for excellence in marketing, communications, innovation, and education.

"For nearly three decades, the IMEA STAR Awards have showcased the industry's resilience and creativity amid ongoing change," said Jim Cove, Executive Committee Chair and Executive Vice President, Head of U.S. Marketing at Natixis Investment Managers. "This year's submissions were among the strongest we've ever seen. Every firm recognized is truly deserving of this honor."

Investor and Advisor STAR Awards were presented across a range of categories, including client experience, education, and content supporting product, retirement, thought leadership, and value-add/practice management. Among these categories, T. Rowe Price stood out with four awards, while Manulife John Hancock Investments and Invesco each earned three. A full list of award-winning firms is available at [IMEAConnect.com](https://imeaconnect.com).

Columbia Threadneedle Investments earned top recognition in the prestigious *Leadership Awards* categories, which celebrate innovation and outstanding teamwork.

- *Marketing Innovation Leadership Award*: **Columbia Threadneedle Investments**
- *Product Innovation Leadership Award*: **Calamos Investments**
- *Marketing Team Leadership Award*: **Columbia Threadneedle Investments**
- *Sales Enablement Team Leadership Award*: **Columbia Threadneedle Investments**

Janus Henderson Investors was honored with the prestigious **Community Investment Award**, which recognized its **partnership with the American Cancer Society (ACS): *Fight Cancer & Invest in Brighter Futures***. "We are honored to be recognized for our efforts supporting the American Cancer Society (ACS) through IMEA's STAR Award for Community Investment Leadership," said Emily Puffett, Head of Marketing & Data Analytics. "We believe in the power of partnership and its ability to create meaningful change. That's why Janus Henderson will donate an amount equal to half of its management fee revenue attributable to Janus Henderson's Government Money Market Fund net of any waivers to ACS in support of their critical work in cancer research, advocacy, and patient support. Together, we're helping ease the burden of cancer and build a brighter future filled with hope." The initiative exemplifies how financial services can drive social impact by aligning investment strategies with community-focused outcomes.

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"IMEA is proud to recognize the exceptional achievements of marketing, communications, innovation, product, and distribution teams through the STAR Awards," said Kimber Lintz, IMEA Executive Director. "It's always a privilege to spotlight the remarkable talent driving the future of our industry."

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About IMEA

The Investment Management Education Alliance (IMEA) is a leading trade group dedicated to empowering its members to lead the industry forward by fostering shared learning, impactful networking, and the open exchange of ideas. With a commitment to excellence and member-driven initiatives, IMEA continues to be a trusted resource and advocate for its diverse membership base. For more information, visit www.imeaconnect.com.