

FINANCIAL

Business Outlook

Money Management Platform Edition | Aug 2025

www.financialbusinessoutlook.com



Ron Redell, President

Delivering Clarity,
Consistency, &
Confidence in Asset
Management

\$20



DoubleLine



Ron Redell, President

Delivering Clarity, Consistency, & Confidence in Asset Management

DoubleLine

In today's investment world, where information overload is the norm and financial jargon runs rampant, investors are often left sifting through a confusing and contradictory array of advice. At this juncture, the need for clarity, stability, and long-term value is more important than ever. That's where DoubleLine steps in — a company built not just on performance, but on trust, responsibility, and investor-focused innovation. Founded at the end of 2009 by Jeffrey Gundlach and a core team of 45 professionals who left secure positions to embark on a new journey, DoubleLine has grown

into one of the most dynamic and respected firms in the investment management sector. From managing zero assets at launch to exceeding \$150 billion in assets under management by 2019, the company's trajectory is nothing short of remarkable.

Ron Redell, President of DoubleLine, recalls, "What happened was at the end of 2009, 45 individuals left their jobs and joined Jeffrey Gundlach to build this company from scratch. They gave up well-paying jobs to take a chance on building something special." That leap of faith laid the foundation for a firm that blends human

values with cutting-edge financial expertise. One of the cornerstones of DoubleLine's success is its strong focus on risk-adjusted returns. Rather than pursuing high-risk opportunities in pursuit of outsized gains, the company believes in delivering a smoother, more sustainable ride for investors. "We try to deliver to our investors a smoother investment experience. What we call: tastes great, less filling," says Redell. The philosophy is about optimizing risk-return profiles through diversified strategies — avoiding "unidirectional bets" and focusing instead on long-term, stable gains.



There's a lot of noise in the investment community. We call it the Tower of Babel. Our firm has matured into what I call simplistic maturity — taking complicated ideas and making them understandable and actionable

Delivering Investment Expertise for Superior Performance

At the heart of DoubleLine's services is its expertise in fixed income, with a world-renowned reputation in securitized credit and multi-sector strategies. The firm boasts an average portfolio management team tenure of 15 years, reflecting a level of internal consistency that fuels its repeatable and proven investment management expertise. This consistency has allowed DoubleLine to deliver superior performance across multiple market cycles, further cementing its status as a leader in the industry. However, performance alone doesn't define DoubleLine. The firm has carved out a niche by acting as a trusted thought leader in a market often saturated by "sophisticated confusion." Redell explains, "There's a lot of noise in the investment community. We call it the Tower of Babel. Our firm has matured into what I call simplistic maturity — taking complicated ideas and making them understandable and actionable."

DoubleLine's client-centric approach is evident in everything from transparent communication to personalized advisory services. The company emphasizes timely, relevant insights that empower

investors to act with confidence. Unlike firms bogged down by layers of legal review, DoubleLine strives for honesty and efficiency in its messaging — ensuring clients aren't just hearing what they want to hear but what they need to understand. This sense of responsibility is perhaps best embodied in a story Ron Redell shared — a heartfelt letter from a middle-class couple who had invested their life savings with DoubleLine shortly after it was founded. "They entrusted \$20,000 to our Total Return Bond Fund and our Emerging Markets Fixed Income Fund," he recalls. "What that reminds everyone when they come into the office every day is to take great care as stewards of their money. It's not our money; it's theirs." This also explains DoubleLine's deeper mission: to be more than just asset managers — to be stewards of financial well-being.

The Crucial Growth Plan

In addition to its core offerings, DoubleLine continues to expand its ETF platform, which it began building a decade ago in partnership with State Street Global Advisors. In recent years, the company launched its own ETF suite, amassing approximately \$5 billion in assets and offering a total of 11 ETFs to date. This line of business is seen as a critical engine for future growth, with plans underway to expand the product suite further.

Looking ahead, global expansion is also on the horizon. While most of DoubleLine's investors are currently based in the U.S., the company is extending its footprint with offices in London, Dubai, and Tokyo. This international growth strategy reflects DoubleLine's ambition to serve a broader audience while maintaining the same level of transparency and excellence it's known for at home. Moreover, DoubleLine continues to strengthen its position in structured credit markets, building on decades of experience in residential mortgage-backed securities, commercial mortgage-backed securities, and collateralized loan obligations (CLOs). It is also expanding strategic partnerships with insurance firms, offering specialized asset management solutions tailored to their unique needs. Crucially, DoubleLine remains vehicle agnostic, offering its investment strategies through a variety of structures — mutual funds, ETFs, CITs, and more — to ensure broad accessibility.

Clear Communication, and Steadfast Commitment

Whether it's an institutional investor or a retail client, the firm's goal is the same: to deliver quality investment solutions that meet clients where they are. As DoubleLine continues its evolution, it remains grounded in the principles that have defined its success: consistent performance, clear communication, and a steadfast commitment to its investors. In a world awash with complexity and financial jargon, DoubleLine stands apart as a beacon of clarity, competence, and care to help manage investments efficiently and effectively. As Redell aptly concludes, "It's more than just being an empty suit. There's a reason why you're here — and that's to serve the people who've put their trust in you." 

Disclosure

Money Management Platforms of the Year; 2025; Announced: 9/22/2025; March-September 2025; DoubleLine has paid licensing fees to utilize the award logo in its materials. Such compensation is not contingent on the achievement of any particular rating or ranking for any specific investment product or strategy; In March, subscribers were invited to nominate firms they've worked with and would recommend to peers. These nominations were reviewed by the evaluation panel and editorial team, and shortlisted firms were assessed based on several criteria. These included the firm's growth since inception, the range and quality of its wealth management services, unique strengths in portfolio and client management, effectiveness in executing tailored financial strategies, responsiveness and client engagement, adherence to regulatory and ethical standards, and overall client satisfaction.