

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of
The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): January 26, 2021

Artisan Partners Asset Management Inc.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation or organization)

001-35826
(Commission file number)

45-0969585
(I.R.S. Employer
Identification No.)

875 E. Wisconsin Avenue, Suite 800
Milwaukee, WI 53202
(Address of principal executive offices and zip
code)

(414) 390-6100
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol	Name of each exchange on which registered
Class A common stock, par value \$0.01 per share	APAM	New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On January 26, 2021, the board of directors of Artisan Partners Asset Management Inc. (the "Company") appointed Jason A. Gottlieb to serve as President of the Company. Prior to this appointment, Mr. Gottlieb served as Executive Vice President of the Company and Chief Operating Officer of Investments.

Mr. Gottlieb, age 51, had been Executive Vice President of the Company since February 2017. Mr. Gottlieb joined the firm in October 2016 as a managing director and the Chief Operating Officer of Investments. Prior to joining the firm, Mr. Gottlieb was a partner and managing director at Goldman Sachs where, since 2005, he was a leader in Goldman Sachs' Alternative Investment & Manager Selection Group. He also served as a portfolio manager on the Goldman Sachs Multi-Manager Alternatives Fund from the fund's inception in April 2013 until he left the firm in August 2016.

Item 8.01 Other Events

On January 26, 2021, the board of directors of the Company appointed Eileen L. Kwei as Executive Vice President of the Company. In connection with this appointment, Ms. Kwei assumed the role of Chief Administrative Officer. From February 2018 to January 2021, Ms. Kwei was responsible for institutional marketing and client service for the Artisan Credit team. Prior to February 2018, Ms. Kwei was a relationship manager for the Artisan Global Equity team. Ms. Kwei joined the firm in June 2013 and has been a managing director since 2018.

A copy of the Company's press release relating to these changes is being furnished as Exhibit 99.1 to this Current Report on Form 8-K. Exhibit 99.1 shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934 (the "Exchange Act") or otherwise subject to the liabilities under that Section and shall not be deemed to be incorporated by reference into any filing of the Registrant under the Securities Act of 1933 or the Exchange Act.

Item 9.01 Financial Statements and Exhibits

Exhibit Number	Description of Exhibit
99.1	<u>Press Release of Artisan Partners Asset Management Inc. dated January 27, 2021</u>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: January 27, 2021

Artisan Partners Asset Management Inc.

By: /s/ Sarah A. Johnson

Name: Sarah A. Johnson

Executive Vice
President, Chief
Legal Officer and

Title: Secretary



Jason A. Gottlieb Named President of Artisan Partners Asset Management Inc.

MILWAUKEE, January 27, 2021 - The board of directors of Artisan Partners Asset Management Inc. (NYSE: APAM) (the "Company") appointed Jason A. Gottlieb to serve as President of the Company effective January 26, 2021.

Chairman and CEO, Eric Colson, said, "With our growth in investment teams, strategies, and, more importantly, investment degrees of freedom, Jason's role has expanded exponentially. Today's announcement represents a well-deserved promotion and recognition for Jason's contributions."

Prior to this appointment, Mr. Gottlieb served as Executive Vice President of the Company and Chief Operating Officer of Investments. Prior to joining Artisan in October 2016, Mr. Gottlieb was a partner and managing director at Goldman Sachs where, since 2005, he was a leader in Goldman Sachs' Alternative Investment & Manager Selection Group. He also served as a portfolio manager on the Goldman Sachs Multi-Manager Alternatives Fund from the fund's inception in April 2013 until he left the firm in August 2016.

"In the years ahead, I look forward to working closely with Jason to thoughtfully evolve and broaden our investment platform with a continued focus on high value-added investment strategies." Mr. Colson continued.

About Artisan Partners

Artisan Partners is a global investment management firm that provides a broad range of high value-added investment strategies in growing asset classes to sophisticated clients around the world. Since 1994, the firm has been committed to attracting experienced, disciplined investment professionals to manage client assets. Artisan Partners' autonomous investment teams oversee a diverse range of investment strategies across multiple asset classes. Strategies are offered through various investment vehicles to accommodate a broad range of client mandates.

Investor Relations Inquiries:

866.632.1770 or ir@artisanpartners.com

Source: Artisan Partners Asset Management Inc.