

Skyway Capital Markets Creates New IT Leadership Role

Skyway Capital Markets LLC, a boutique investment banking, managing broker-dealer and wholesale securities distribution firm, has hired Tammy Schorr as vice president of CRM enterprise applications.

Schorr, who joins the organization with 23 years of experience in leadership, revenue growth, technology, and startup operations, has developed Enterprise CRM solutions for more than 13 years. CRM, short for customer relationship management, is a technology tool used by businesses that facilitates collaboration and information sharing between employees and their clients.

Schorr is three times Salesforce certified and in her previous role as director at CRM at Preferred Capital Securities, she was responsible for “bridging technical and business architecture frameworks and integrations with solution delivery,” the company said. Before that, she worked for IBM as a senior system engineer.

“Skyway continues to expand and enhance its managing broker-dealer services, and leveraging the latest technology is part of our growth strategy. Creating scalable applications with next-generation infrastructure to connect our team with broker-dealers, registered investment advisors, and their financial professionals,” said Mike Freeman, president and senior managing director.

According to the company, “Skyway utilizes a suite of connected tools including analytics with AI built-in intelligence leveraging machine learning to strengthen client relationships and drive our business forward. Adopting

technology empowers the team to serve the financial professional community in a more sophisticated way, targeting products that meet the needs of the end investor. Combining quality relationships with the latest technology tools ultimately delivers positive outcomes for all our clients and partners.”

In other hiring news, Skyway recently appointed industry veteran, [Greg Mausz](#), as chief operating officer and senior managing director.

Founded in 2002, Skyway Capital Markets is a national investment banking firm that works with middle market companies, public and private, to deliver customized financial advisory services. The team has raised more than \$3 billion in public and private capital market transactions. The managing broker-deal group facilitates the broker-dealer process from initial due-diligence to distribution. The firm is headquartered in Tampa, Florida.

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