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**W**erner Keller is the principal of Keller Partners Inc., a US West Coast research firm focused on quantitative investment management.

He began his Wall Street career over 40 years ago at Standard & Poor's in New York, and has held the position of Director of Equity Research at three NYSE member firms at various points in his career. In 1991, he founded Centurion Capital Management in Los Angeles, a registered investment adviser which grew to manage over \$2 billion of client assets. Centurion was subsequently acquired by General Electric Capital (now Genworth) in 2001.

Werner holds a Masters of Arts degree from Northwestern University, and completed his CFA charter in 1978. Over the past two decades, he has focused on applying rules-based management processes to equity portfolios. He has taught courses in portfolio management and investment analysis at UCLA Extension, and published several academic articles on finance topics, copies of which are available on this site.



He currently serves as Chairman of the Board of Trustees for the Guggenheim / Rydex mutual fund group.

Werner was born in Zürich, Switzerland and enjoys music and art. In joint efforts with his son Tim, a professional wine maker, the family periodically produces private bottlings of premium Napa Valley red wines. Werner and his wife Audrey divide their time between homes in Bend, Oregon and Channel Islands, California.

**Werner Keller CFA**  
Principal, Keller Partners Inc.

