

# Cumberland Advisors & USFSM Bloomberg Certified Talent Recruitment Luncheon

[USF Sarasota-Manatee](#) hosted a special event this week to connect business students with financial services companies in an effort to address an industry need while also advancing the students' careers.



The event, the Bloomberg Certified Talent Recruitment Luncheon, was Friday March 22, 2019 and was designed to pair hiring representatives of financial services companies with USFSM business students certified to operate Bloomberg computer terminals.

Bloomberg computers are used by finance professionals to monitor and study real-time financial market data worldwide. Users can delve into equities, foreign markets and economies, and explore mergers and acquisitions.























Sarasota-based Cumberland Advisors and its chairman, David Kotok donated to USFSM 12 Bloomberg terminals – at the time of the initial gift, the most of any university in Florida – and established a Bloomberg teaching laboratory.

The lab, situated on the campus' second floor, enables

students to learn about the terminals' functions to become "Bloomberg certified," a highly valued financial industry designation.

"Programs like these are an excellent partnership between business and education," Career Services Coordinator Antonia Ripo said. "Along with a degree in business, this certification makes our students competitive and ready to enter into rewarding careers in our area and beyond."

"Students looking to obtain a competitive edge and valuable knowledge of financial markets would gain substantially from learning how to operate a Bloomberg terminal, and boost their skillset," he said.

So far, close to 200 USFSM students have obtained the Bloomberg certification.

At Cumberland Advisors, we look forward to many more events that highlight the incredible talent pool in the Sarasota-Manatee area and we look forward to working with interns and developing the pipeline that leads to employment for these talented professionals.