# Liquidnet outlines strategic vision for trading in 2024 and beyond



Alan Polo, Head of Sales & Trading for the Americas at Liquidnet, has outlined the company's strategic direction and expectations for the trading landscape as it shifts into 2024 and beyond. With a strong emphasis on innovation and responsiveness to institutional investor needs, Liquidnet's initiatives aim to enhance trading efficiency and client engagement.

In an interview with Traders Magazine, Polo described the key themes guiding Liquidnet's business strategy in 2024, which include the resurgence of block trading, member-led product development, and a significant investment in personnel. These themes reflect a commitment to advancing trading solutions, specifically through the introduction of technologies such as SmartDark and SuperBlock Matching. Polo noted, "We prioritised advancing trading solutions such as SmartDark and SuperBlock Matching while expanding our multi-asset capabilities to meet the evolving requirements of institutional investors."

The company marked a milestone with the successful launch of SuperBlock Matching and SmartDark, described by Polo as defining moments for Liquidnet in that year. SuperBlock Matching is said to have transformed perceptions of trust and efficiency in trading large block sizes, while SmartDark allows traders to access high-performing venues with exceptional precision. Liquidnet's robust growth in U.S. agency ATS block market share was highlighted as a testament to the unwavering confidence and trust their clients place in their systems.

Looking ahead to 2025, Liquidnet aims to build on the success of SuperBlock Matching by further refining its algorithmic offerings, including enhanced customization features. Polo noted that under the leadership of Eric Blake, expanding into the Latin American market will be a priority, along with evolving multi-asset capabilities by introducing equity-listed options as a new asset class.

Several emerging trends in the trading sector were also highlighted by Polo, which may not yet be widely recognised but are expected to gain prominence. These include the rise of customizable algorithmic solutions tailored to specific trading strategies and risk profiles, an increased focus on multi-asset trading models, and the evolution of Latin America's trading environment, characterized by challenges related to block liquidity and price discovery. Polo pointed out the need for agile liquidity solutions in the context of globalised equity markets, where cross-border investment flows and macroeconomic factors are fostering greater market interdependencies.

Conversely, Polo indicated that reliance on generic trading algorithms is declining as institutional investors increasingly opt for bespoke solutions that cater to complex trading strategies. Additionally, traditional approaches to liquidity sourcing are giving way to more innovative, technology-driven alternatives, reflecting the ongoing evolution of trading practices in response to market demands.

As Liquidnet positions itself for growth and innovation, the landscape of AI and trading technologies continues to evolve, promising significant impacts on business practices within the financial sector.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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