



Bruce Traan Joins Syntax Data as President and COO of Syntax's Index Division



Sarah Grieco November 4, 2025

Syntax Direct is powering the next wave of personalized portfolio construction for wealth managers

Syntax Data, a financial data and technology provider offering data-optimized index solutions, today announced that **Bruce Traan** has joined the firm as President and COO of the Index Division. In this capacity, Traan will oversee operations, data policy, and business development for Syntax's index business. He will also serve as an executive member of the Syntax Data LLC management committee, where his responsibilities will include overall business development and operations.

Traan brings a fresh dynamic to Syntax's index business, where his broad experience in multi-asset, international markets, and data distribution will augment and enhance Syntax's world-class development and production teams. Syntax currently provides custom index services and solutions to a wide range of well-recognized global financial institutions. The company recently launched **Syntax Direct**, a forward-looking index development tool that revolutionizes the rapidly growing direct-to-index investment process.

"We expect Bruce to play a central role in the further development of our indexing business and are happy to have him aboard," said **Patrick Shaddow**, CEO of Syntax Data.

"Syntax is an innovative index provider with a world-class team," said Traan. "By further integrating our patented and proprietary data sets with our AI-driven platforms, we are well-positioned for a period of explosive growth that will strengthen our global market presence. I am thrilled to be joining Syntax and looking forward to

supporting Patrick and the team in this process.”

Traan joins Syntax from dxFeed, a subsidiary of Devexperts, where he was Global Head of Indices, successfully driving the global expansion of innovative index management solutions. Prior to dxFeed, he fostered index innovation in leadership roles at Coinmetrics and Benchmark. Traan’s extensive experience also includes his time as Global Head of Cboe Global Indices at Cboe Global Markets, where he oversaw the worldwide expansion of benchmark products and services.

To learn more about Bruce Traan, **please [click here](#)**. To learn more about Syntax, **please [click here](#)**.

ABOUT SYNTAX DATA

Syntax Data is a financial data and technology company that empowers investment managers, wealth advisors, and financial institutions with precise, transparent data solutions that optimize index development, portfolio customization, and investment analysis to drive better investment outcomes. Syntax operates through three segments: Affinity® Data, Syntax Direct, and Syntax Indices. Built on its patented Functional Information System (FIS®) technology inspired by systems sciences, Syntax’s solutions are powered by the most comprehensive, granular, and accurate revenue-derived data available on the market. Learn more at **www.SyntaxData.com**.