

# Harbor-Ithaka WM dba New Market Analytics WM

## INVESTMENT ADVISER

**Brochure Supplement for  
JAVIER ALBERTO LORETO  
CRD# 5901189**

September 25, 2014

1395 Brickell Avenue, Suite 760  
Miami, FL 33131

This brochure provides information about the qualifications and business practices of Harbor-Ithaka WM (dba New Market Analytics WM). If you have any questions about the contents of this brochure, please contact us at (305) 755-9299 or write to [jloreto@nma-latam.com](mailto:jloreto@nma-latam.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Harbor-Ithaka WM (dba New Market Analytics WM) is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

# Javier Alberto Loreto

## EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Javier Loreto's academic background includes studies in Marketing and International Business at the George Washington University in Washington DC, from 2003 to 2007.

Mr. Loreto has worked in the financial industry in various capacities since 2007. He is a Portfolio Manager in charge of creating fixed income strategies for private client and providing institutional services for Latin America financial institutions. Additionally, Javier is the Chief Compliance Officer of New Market Analytics.

Mr. Loreto holds Series 66 and Series 7 securities licenses.

Mr. Loreto started his financial career in New York City in 2007. He started as an analyst in Smith Barney, where he worked for two years. He then moved to Deutsche Bank as an associate before moving to Miami to pursue an opportunity with Bolton Global Capital, with whom Mr. Alcántara-Lansberg worked.

Mr. Loreto worked closely with the firm's co-founder Rafael Alcantara Lansberg for the past three years and together they aim to continue to focus on development of a particular investment philosophy at its derivative market research and investment management applications.

## DISCIPLINARY INFORMATION

Neither Harbor-Ithaca WM (dba New Market Analytics WM), nor any employee or member of the firm has been subject to any disciplinary actions by the Securities Exchange Commission (SEC) or any other regulatory authority.

To the best of our knowledge, Mr. Javier Loreto, has not been involved in an event that resulted in an award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500; or in a civil, self-regulatory organization, or administrative proceeding involving any of the following events:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

You may access Javier Loreto's regulatory file by following this link to the SEC Investment Adviser Public Disclosure (IAPD)<sup>1</sup> Database:

[http://www.adviserinfo.sec.gov/\(S\(v0s1j0nivr4bef45caxf1155\)\)/IAPD/Content/Search/iapd\\_Search.aspx](http://www.adviserinfo.sec.gov/(S(v0s1j0nivr4bef45caxf1155))/IAPD/Content/Search/iapd_Search.aspx)

## **OTHER BUSINESS ACTIVITIES**

Mr. Loreto does not have any other business activities and /or affiliations.

## **SUPERVISION**

Harbor-Ithaka WM (dba New Market Analytics WM), has adopted a Code of Ethics that sets forth the basic policies of ethical conduct for all managers, officers, and employees of the adviser. In addition, the Code of Ethics governs personal trading by each employee of Harbor-Ithaka WM (dba New Market Analytics WM), deemed to be an Access Person and is intended to ensure that securities transactions effected by Access Persons of Harbor-Ithaka WM (dba New Market Analytics WM), are conducted in a manner that avoids any actual or potential conflict of interest between such persons and clients of the adviser or its affiliates. Harbor-Ithaka WM (dba New Market Analytics WM), collects and maintains records of securities holdings and securities transactions effected by Access Persons. These records are reviewed to identify and resolve potential conflicts of interest. Harbor-Ithaka WM (dba New Market Analytics WM), maintains a code of ethics and they will provide a copy to any client or prospective client upon request.

Harbor-Ithaka WM (dba New Market Analytics WM), and/or its investment advisory representatives may from time to time purchase or sell products that they may recommend to clients.

The Firm prohibits itself and its associated persons from benefiting from the short-term market effects of transactions for clients. The Firm gives preference to clients trading over itself and Javier Loreto, as the firm's Chief Compliance Officer, reviews all transactions executed by the Firm on a daily basis, and conducts an additional review of all securities transactions by officers and employees quarterly. Clients may contact Mr. Javier Loreto with any questions or concerns regarding their accounts or particular transactions, at (305) 755-9299 or email at [jloreto@nma-latam.com](mailto:jloreto@nma-latam.com).

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