



*Ace Greenberg:
National Bridge
Champion, Amateur
Magician, Moneymaker
Par Excellence.*

BY MARGIE GOLDSMITH

SOMETHING UP HIS SLEEVE

ALAN C. "ACE" GREENBERG is 79 years old, and for 58 of those years he has been making several fortunes for Bear Stearns, one of the most venerable—and profitable—Wall Street firms. During that time, he has turned the company into one of the world's leading investment banking and securities trading operations, with \$61.9 billion in capital and total assets of \$334.8 billion. Now chairman of the Executive Committee, after years at the top executive positions at the firm, Greenberg sits in shirtsleeves on the trading room floor of Bear Stearns' soaring granite and glass world headquarters in midtown Manhattan, doling out strategic advice, making yes and no decisions, and issuing piquant and memorable memorandums in a brisk, no-nonsense, take-no-prisoners style.

During his tenure, Greenberg has made Bear Stearns one of the most important players in the world of finance (and millions for himself), and at year-end 2006 the firm's partners and employees reaped the rewards, in salary and bonuses, of a very good year, indeed. In fact, it was the fifth record year in a row.

