

2019 MMI SALES & MARKETING LEADERSHIP SUMMIT

MARCH 28-29, 2019 ■ MANDARIN ORIENTAL ■ MIAMI ■ WWW.MMINST.ORG



FEATURED SPEAKERS



Mimi Bock
President
Cetera Advisors &
First Allied Securities



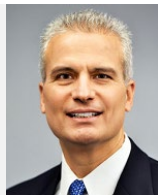
Margo Cook
President
Nuveen Advisory Services



David Kowach
President
& Head of Wells Fargo Advisors



Sterling Shea
Global Head
of Wealth & Asset Management
Dow Jones



John Sitalides
Principal
Trilogy Advisors LLC



William Stromberg
President
& CEO
T. Rowe Price Group

Sponsored by:



Brinker Capital

Goldman
Sachs

AGENDA

Thursday, March 28, 2019

11:30AM - 1:00PM

Registration and Executive Networking Luncheon

1:00PM - 1:10PM

Welcome and Opening Remarks

Arlen Oransky, Senior Vice President, Chief Membership & Programs Officer, Money Management Institute

Summit Co-Chairs:

Noreen D. Beaman, Chief Executive Officer, Brinker Capital

Troy Thornton, Managing Director, Goldman Sachs

1:10PM - 2:00PM

Executive Spotlight Panel: The View from the Top

Craig Pfeiffer and three prominent industry executives discuss the converging forces reshaping the investment advisory



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and wealth management space, the future of advice delivery, and the keys to long-term sustainability. You'll hear directly from some of the industry's senior leaders how they are embracing change and adapting their businesses for future success.

Moderator:

Craig Pfeiffer, President & CEO, Money Management Institute

Panelists:

Mimi Bock, President, Cetera Advisors & First Allied Securities

Margo Cook, President, Nuveen Advisory Services

William Stromberg, President & CEO, T. Rowe Price Group

2:00PM - 2:50PM

Reshaping the Broker-Dealer Relationship

The one thing that is constant about relationships is that they are always changing. This is especially true as it relates to the relationship between broker-dealers and their partners. On the table is the need to support research, due diligence, and portfolio construction, all of which are impacted by the changing client profile and the shifting regulatory landscape. This session highlights the latest trends affecting broker-dealers and service providers, detailing how those developments are changing everything from revenue models and partnerships to service levels.

We'll hear from experts in the areas of due diligence and portfolio construction as well as distributors about the steps that can be taken to make a positive impact on clients and financial advisors.

Moderator:

John Lloyd, CFA, FRM, CAIA, Managing Director, Advisory Consulting Group, New York Life Investment Management

Panelists:

Joseph Curtin, Managing Director, Head of Global Portfolio Solutions, Bank of America, Global Wealth & Investment Management

Nathan Palmer, Managing Director, Wilshire Associates

Mark Spina, Head of Intermediary Solutions, Russell Investments

2:50PM - 3:20PM

Refreshment and Networking Break

3:20PM - 4:10PM

New Distribution Models for an Increasingly Competitive Marketplace

The path forward for the asset management industry is evolving rapidly, with firms facing challenges that range from fee compression and shelf space consolidation at major broker-dealers to getting the right meetings with the right advisors. As a result, asset managers are increasingly looking for ways to reinvent themselves and their approaches to distribution and digital marketing engagement. This session zeroes in on the innovative methods organizations are using to leverage data and analytics to be smarter about how they go to market, engage advisors through value-add programs and portfolio construction advice, and structure their sales forces to better align with rapidly evolving market trends.

Moderator:

Steven Miyao, President, Digital AI & Analytics, Research and Compliance Solutions, SS&C Technologies

Panelists:

Joel Hempel, Director and Chief Operating Officer, BNY Mellon | Lockwood Advisors

Sue King, SVP, Product and Marketing Strategy, Foresters Financial

Tom Morelli, US Intermediaries: Head of Broker/Dealer, T. Rowe Price

Rebekah Wahba, Director, Global Head of Platform Data, BlackRock



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4:10PM – 5:00PM

The Diversity Advantage: Better Corporate Performance, Better Products **Ideas for driving diversity from the inside out**

A growing body of research confirms the correlation between better-than-average corporate profits and diversity at the executive levels. While asset managers are creating ESG products that support this data, our industry as a whole – from asset managers to advisory practices – does not reflect diversity, especially in our top echelons. This panel explores: through an ESG lens, why companies with strong diversity factors tend to perform well; the implications that the changing demographics of younger generations will have on our industry and the world; and strategies for building a more diverse workplace at all levels of the organization.

Moderator:

Andrew Lee, Managing Director and Head of Sustainable and Impact Investing Americas, UBS Global Wealth Management

Panelists:

Erika Irish Brown, Chief Diversity Officer, Goldman Sachs

Connie Lindsey, Executive Vice President, Head of Corporate Social Responsibility and Global Diversity & Inclusion, Northern Trust

5:00PM – 5:50PM

The Evolving Cyber Threat Landscape

The incidence of reported cybersecurity breaches has grown by more than 66% in just the past three years. And, as new technologies continue to emerge, it's become increasingly challenging to stay ahead of cyber criminals. This is especially relevant for the financial services industry as we rely on the latest digital innovations to optimize the customer experience. Chad Renfro, Head of Enterprise Cybersecurity at Fidelity Investments, offers his insight on the changing dynamics of the global cyber threat landscape and recommendations on the preventative measures you can take to keep your business, your customers, and yourselves cyber safe.

Chad Renfro, Executive Vice President of Enterprise Cybersecurity, Fidelity Investments

5:50PM – 7:30PM

Evening Reception & Networking

Kick back with your industry colleagues in a special evening reception to cap Day One of the Summit. We'll provide the cocktails, heavy hors d'oeuvres, and good company. Afterwards, Miami and its many fine restaurants await those who want to get out on the town and explore.

Friday, March 29, 2019

7:00AM – 8:00AM

Networking Breakfast

8:00AM – 8:50AM

The Growing Demand for Advice in a Changing Industry

In this fireside chat, Wells Fargo Advisors' David Kowach joins Ian MacEachern for an insightful discussion about the future of brokerage. In a free-flowing Q&A format, David will share his thoughts about where a financial advisor's real value lies, trends shaping our industry, and innovative ways to support today's FAs as they seek to deliver high-impact advice and services to clients.



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Special introduction by:

Patty Loepker, Chair of the Board of Governors, Money Management Institute;
Managing Director of Research Directed Advisory Programs, Wells Fargo Advisors

David Kowach, President and Head of Wells Fargo Advisors

Ian MacEachern, Managing Director, Head of Investment Products, Wells Fargo Advisors

8:50AM - 9:30AM

Sink or Swim: Tools to Manage Technology Challenges

Get ready for three rapid-fire technology sessions showcasing new tools to help you manage significant advisory business challenges.

Technology and its role in deepening the advisor-investor connection

The investor landscape has changed, and expectations are infinitely greater. Influenced by their everyday interactions as consumers, investors and wealth professionals alike want an intuitive digital experience. Today's advances in technology are delivering comprehensive, easy-to-use financial advice management solutions to support advisors and enhance their services and engagement with investors. Learn how adoption of enhanced wealth management technology can help advisors free up time, pivot to holistic advice, and enable a deeper understanding of clients' lifetime goals to help guide them toward their financial aspirations.

Cheryl Nash, President, Investment Services, Fiserv

Navigating the collapse and rationalization of managed account programs

The movement towards implementing a Unified Advisory Platform is well underway. Many firms have consolidated platforms and are starting to look at simplifying their advisory program structure. What are the challenges associated with implementing a Unified Advisory Platform and what are the benefits? How does a Unified Advisory Platform impact how advisors interact with investors in structuring and tailoring advice? Learn about key decision points and the tools available to help you implement your advisory platform roadmap.

Rob Klapprodt, Corporate Strategy Officer, Vestmark

Staying abreast of changes in governance, risk, and compliance technology

Governance, Risk, and Compliance (GRC) technology continues to evolve rapidly. In the face of constrained budgets and resources, CCOs, compliance teams, and the vendors who serve them are looking for ways to increase the efficiency and productivity of compliance professionals, support firm growth, reduce exposure, and keep pace with the technology advances of the regulators. Learn about the latest trends in GRC technology offerings and the outlook for 2019 – what firms are implementing now and what they are evaluating for the future, what tools they are choosing to build in-house vs. using third-party solutions, and which technology investments are paying dividends.

Matthew Girandola, Consultant, ACA Compliance Group

Moving the traditional sales process into the digital age

The traditional sales process is inefficient, analog, and not scalable. While it's important to recognize that digital and data can't replace the human element in sales and marketing, they can enhance it. Think how Netflix has been able to use data to inform human decisions with respect to its original programming. Advisory sales and marketing teams have the same potential to harness behavioral data to understand their clients in ways never before possible. Learn how machine learning capabilities are being deployed to improve the user experience and drive higher engagement, more customer data, and increasing ROI for clients.

Peter Hans, Chief Executive Officer, Harvest



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9:30AM - 9:50AM

President's Update

Craig Pfeiffer, President & Chief Executive Officer, Money Management Institute

9:50AM - 10:10AM

Refreshment and Networking Break

10:10AM - 11:00AM

Trend Watch: Emerging Opportunities

This session offers two distinct perspectives on evolving advisory trends and the opportunities they present:

The advisor portfolio of 2025

The past ten years have seen a steady evolution in how advisors build portfolios, but what about the next ten? New product exposures, changing packaging structures, and evolving digital delivery platforms continue to reshape the investment advisory value proposition. This segment reviews key findings from a research project conducted by Casey Quirk by Deloitte, with input from MMI member firms, to map the future of investment advice over the next decade. Among the topics to be discussed: how technology has changed the way advisors receive product and allocation services; what the balance of product exposures will be going forward; how product development will change as a result; and how strategic partnerships will evolve to better service new product demands from sponsors and advisors.

Tyler Cloherty, Head of the Knowledge Center, Casey Quirk by Deloitte

Chloe Gardner, Senior Consultant, Casey Quirk by Deloitte

The future of wealth management

Drawing on Barron's observations of key trends in the wealth advisory industry, this segment examines likely future sources of disruption and shifts in the primary value proposition of advisors. The discussion examines the ramifications of those shifts for the U.S. asset management community, how the most successful advisors are evolving their business strategy, and what their key concerns and priorities are. The presentation closes with a series of verbatim quotes from Barron's-ranked advisors on what they want from their relationships with asset managers and how managers can best add value beyond the investment product sale.

Sterling Shea, Global Head of Wealth & Asset Management, Dow Jones

11:00AM - 11:50AM

Geopolitical Strategy: The Business Impact of Global Risk and American Politics

As global affairs are increasingly marked by instability and disorder, military crises, diplomatic tensions, financial uncertainties, and societal upheavals, knowledge that enhances and supports global investment decisions and strategic business planning is more critical and valuable than ever before. But the daily headlines and 24/7 news coverage only scratch the surface. In this keynote presentation, John Sitalides, a geopolitical strategist and expert on global affairs and American politics, leads us on a highly visual exploration of potential sources of global disruption and geopolitical risk – both current and future. Along the way, he challenges the traditional analyst and media consensus on the world's most powerful political leaders, offering portraits of their decision-making processes, and the long-term political and economic ambitions that ultimately shape the international security agenda.

John Sitalides, Principal, Trilogy Advisors LLC

11:50AM

Closing Remarks and Adjournment

Craig Pfeiffer, President & Chief Executive Officer, Money Management Institute



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