

2018 MMI SALES & MARKETING LEADERSHIP SUMMIT

MARCH 20-21, 2018 ▪ TAMPA MARRIOTT WATERSIDE ▪ TAMPA

Tampa Marriott Waterside | 700 S Florida Ave | Tampa, FL
Agenda as of 3/13/18

Tuesday, March 20, 2018

11:30AM – 1:00PM

Registration and Executive Networking Luncheon

1:00PM – 1:15PM

Welcome and Opening Remarks

Roger Paradiso, Chairman of the Board of Governors, Money Management Institute

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

Summit Co-Chairs:

Kimberly LaPointe, Executive Vice President, Head of Global Accounts, PGIM Investments

Roddy Marino, Executive Vice President, National Accounts and Distribution, Brinker Capital

1:15PM – 2:00PM

Lessons in Leadership

In a period of great change and uncertainty in our businesses, strong leadership, carefully thought-out strategy, solid training and development programs, and superior communications are paramount to organizational success. It is during such challenging times that we turn to the insight of leaders – whether within or outside the financial services industry – with a demonstrated track record of success and expertise in these critical functional areas. Retired Vice Admiral Sean Pybus will share lessons from his extensive leadership experience and participation in the most highly trained, disciplined and agile organization in the world – U.S. Special Operations and, specifically, the U.S. Navy SEALs.

Key takeaways will include how to:

- challenge your approach to the training and development of your teams,
- instill discipline balanced with entrepreneurial freedom so that your teams execute in a nimble and effective manner,
- improve decision making in all environments and particularly in times of greater stress, and
- enhance communications across teams and constituents.

Retired Vice Admiral Sean Pybus, United States Navy, Special Operations Command
John Moninger, Managing Director, Retail Sales, Eaton Vance

2:00PM – 3:00PM

Executive Spotlight: The Industry Seen through the Consultant's Lens

In this, the latest in MMI's series of Executive Spotlights, President and CEO Craig Pfeiffer leads senior executives from prominent consulting firms in a wide-ranging discussion of how the advisory solutions industry – and individual firms – can best manage key challenges and opportunities. Topics will include:

- *New Frontiers of Industry Economics* – critical bottom-line issues impacting the wealth management sector, among them fee compression, the need for increased transparency, and managing and scaling investment oversight,
- *Industry Consolidation* – survival tactics and strategies, the shape of the firm of the future, the pursuit of scale, and dealing with industry convergence,
- *Generational Challenges* – segmentation, simultaneously serving Boomers and Millennials, characteristics of next gen investors, and the changing role and profile of the financial advisor,
- *Active vs. Passive* – the resurgence of active managers and the impact of ongoing market volatility,
- *Integration and Adoption of New Technologies* – meeting enhanced advisor and investor expectations, AI, fintech, machine learning, and
- *Products for the Future* – where the demand is, what's on the horizon, and the outlook for ESG.

Moderator:

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

Panelists:

Andrew Edwards, Partner, Bain and Company

David Hyman, Partner, Mercer

Arjun Saxena, Advisory Principal, Wealth Management Leader, PwC

3:00PM – 3:30PM

Refreshment and Networking Break

3:30PM – 4:30PM

The Gatekeeper Effect

If the advisory tides are shifting in favor of home-office and third-party strategist models, what is the knock-on effect on asset managers? How should managers strike the right balance between working with distributors to secure model shelf space and driving frontline sales through traditional wholesaling efforts? How are manager relationships with gatekeepers and financial advisors evolving – and what will they look like in the future?

Key takeaways will include:

- Steps managers can take to maximize relationships with their most important centers of influence
- How managers can increase the odds of placing their products in distributor models
- The role field sales teams can play in supporting broker-dealer home office initiatives
- Working effectively with broker-dealer regional sales directors
- How managers can best leverage client PMs and product specialists to drive their success

Moderator:

Phil Casparius, Senior Managing Director, John Hancock Investments

Panelists:

Joel Hempel, Chief Operating Officer, Lockwood Advisors, Director, Pershing, a BNY Mellon company

Paul Santucci, Managing Director, Head of Field Development & Productivity, UBS Wealth Management USA

Tom Thornton, Senior Vice President, Research Director, Asset Management Services, Raymond James Financial

4:30PM – 5:45PM

Breakout Sessions – Choose One:

The Future of Advisor Product Usage: Who Will Shape the Solutions Mindset?

This session looks ahead to how advisors will blend evolving advisory platform capabilities with asset manager expertise to create client solutions. Asset management and advisory platform executives will share their views on how trends in discretion and portfolio construction will impact advisor product usage in the future.

Among the questions the panel will explore:

- How will asset allocation models for retail investors evolve and expand? Will real assets and private equity become part of the mix?
- Are advisors moving toward more outcome-oriented metrics to judge investor portfolio performance?
- Which types of advisors are adopting multi-asset products, and how are they using them?
- How will shifting centers of influence in portfolio construction impact product development?
- Given the level of assets and the recent velocity of flows in RPM programs, can behavioral finance provide a path to a more stable investment selection process? How can asset managers help?

Moderator:

Jeff Strange, Managing Director of U.S. Research, Strategic Insight

Panelists:

Scott Brady, Head of U.S. Product Development and Strategy, Columbia Threadneedle

Brian Rosevear, Head of Portfolio Solutions, Consulting Group, Morgan Stanley
Wealth Management

Russell Tipper, Head of WM Product, American Funds

Solving the ESG Conundrum

On the surface, the business case for ESG investments is a strong one. Money on the sidelines waiting to be invested, clients who increasingly want to align their investments with their values, a growing shelf of ESG products ... but so far net flows to these products has been relatively light. Where is the disconnect? This panel of experts will share their opinions and discuss what needs to be done to unlock the potential of ESG and sustainable investing.

Discussion topics will include:

- Is the client demand for ESG real or overstated?
- How should advisors broach the very personal conversation about values-based investing with clients?
- What are the educational challenges, and what tools can asset managers and distributors provide to help advisors become more proficient in ESG topics?
- How should managers and sponsor firms view and approach the ESG/sustainable investing landscape?
- Is a suite of ESG products still a differentiator or has it become table stakes?

Moderator:

Laura Gregg, Senior Vice President, Director of Client Development, FlexShares
Exchange Traded Funds

Panelists:

Anthony Eames, Director of Responsible Investment Strategy, Calvert Research & Management

Jessica Huang, Director, BlackRock

James Lumberg, Co-Founder, Vice President & Managing Director, Product Service and Development, Envestnet

6:00PM

Reception & Networking

Wednesday, March 21, 2018

7:00AM – 8:00AM

Networking Breakfast

8:00AM – 8:15AM

President's Report and Co-Chair Review of Day One

8:15AM – 9:15AM

Keynote Presentation

Tom James, Chairman Emeritus, Raymond James Financial

During his distinguished career, including more than 40 years at the helm of Raymond James, Mr. James had a front row seat to witness important shifts in the relationship between brokers and asset managers. With that relationship as critical as ever, he will offer his perspective and insight on the history of the distributor – manager dynamic, its current state, and what the future holds.

9:15AM – 9:30AM

Refreshment and Networking Break

9:30AM – 10:30AM

Advisor Panel: The Practitioner’s View of the Advisor of the Future

In the face of heightened client expectations and a shifting advisory landscape, three veteran financial advisors will share insights on how they are evolving and adapting their practices to create better client outcomes and sustained growth in their businesses. Topics will include best practices and lessons learned about building and managing teams, delivering superior client results and service, and the dynamics of portfolio construction in an unpredictable market.

Moderator:

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

Panelists:

Louise Armour, Managing Director, Tiano, Armour & Smyth Wealth Managers at J.P. Morgan Securities

Clarke Lemons, President, Principal, WaterOak Advisors

Kimberlee Orth, Private Wealth Advisor, Orth Financial Group, Ameriprise Financial Services

10:30AM – 11:30AM

Asset Manager Spotlight: The New Realities of Wholesaling Support

Reflecting the shifting advisory landscape, advisors today are looking for less frequent, but more strategic interactions with fewer wholesalers. This reality is challenging traditional distribution models and forcing firms to examine – and potentially retool – every aspect of how they interact with financial advisors. This panel of senior distribution executives will discuss how engagement models are changing and what it will take to successfully support the Advisor of the Future.

Our experts will share their insights on:

- The difference between “wholesaling” and “consulting”
- How the increased influence of gatekeepers impacts wholesaling activities
- Ways to define and recognize your best financial advisor partnerships
- Where wholesaling can make a difference and how to measure its impact

- Strategies to best align field sales force resources for success
- Creating a differentiated value proposition for your wholesalers

Moderator:

Wendy Strutt, SVP, Head of US Accounts, PGIM Investments

Panelists:

Tim Hill, Executive Director, National Sales, Principal Global Investors

Ed Kelly, Executive Vice President of National Sales, Brinker Capital

George Sweeney, National Sales Manager, OppenheimerFunds

11:30AM – 12:30PM

Washington Update

As 2018 gets into full swing, the advisory solutions industry is digesting an expansive list of changes from the Trump Administration, including:

- passing of the Tax Cuts and Jobs Act,
- proposed national infrastructure repair program,
- additional changes to the Affordable Care Act,
- changes to immigration law and enforcement procedures, and
- continued rollback of many industry-specific regulations.

Add to this list the uncertainty of the 2018 midterm elections – whether Republicans maintain their majority in both houses, or whether the Democrats’ “blue wave” will become a reality.

Jeff Bush, an expert in political and legislative affairs, will focus on the implications of these various factors on the advisory solutions industry. He will discuss the extent to which Congress will adopt the President’s legislative initiatives and how those are likely to impact the economy, the markets, industry sectors, and investments. Specifically, Jeff will examine the extent to which the administration is likely to overturn or soften regulatory initiatives, including the controversial Department of Labor fiduciary rule, while providing strategies that investors and financial advisors may consider to take advantage of (or protect against) market volatility that may arise as these initiatives progress.

Jeff Bush, The Washington Update

12:30PM

Closing Remarks and Adjournment

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