

# 2026 MMI/Barron's Industry Awards

Preparing your Nominations



# 2026 Award Categories

## Open Award Categories

- Digital Innovation
- Distribution Innovation
- Doing Good
- Investment Product Innovation
- Marketing Campaign of the Year
- Thought Leadership/Education

## Wealth Manager Award Category

- Wealth Management Advisory Platform of the Year

## Asset Manager Award Categories

- Asset Manager of the Year (AUM < \$25 billion)
- Asset Manager of the Year (AUM Between \$25 - \$500 billion)
- Asset Manager of the Year (AUM > \$500 billion)

## Technology/Solutions Provider Award Categories

- Technology/Solutions Provider of the Year – Emerging Technologies
- Technology/Solutions Provider of the Year – Technology Integration

# Preparing your Nomination

*Be prepared to submit the following information*

## **ALL CATEGORIES:**

### **Your Information**

- Name
- Title
- Firm
- Email
- Phone

**Are you nominating your own firm? (Yes/No)**

### **Nominee Information – Who MMI may contact at the Nominated Firm?**

- Name
- Title
- Firm
- Email
- Phone

# Preparing your Nomination

*Be prepared to submit the following information*

## OPEN AWARD CATEGORY – DIGITAL INNOVATION

This category honors a new technological innovation or specific enhancement to an existing platform, service or tool that enhances the investor and/or advisor experience with advisory solutions. Nominations should highlight digital technology solutions launched or significantly enhanced since June 2025 that improve the user experience, streamline business processes, increase advisor productivity and efficiency, or deliver improved investor outcomes. Submissions may include applications of artificial intelligence (AI), tokenization, or other emerging digital capabilities. The Committee will look for innovative, needle-moving technology solutions that demonstrate measurable impact, advance the investment advisory solutions industry, and deliver improved outcomes for financial advisors and/or investors.

### Nominee Information

- Firm Nominated
- Name of technology innovation nominated

### Category Questions

1. Briefly describe the functionality and features of the technology innovation nominated (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

# Preparing your Nomination

*Be prepared to submit the following information*

## OPEN AWARD CATEGORY – DISTRIBUTION INNOVATION

This category honors firms that provide exemplary and innovative sales support both in the field and from the home office. Nominations should highlight distribution programs, engagement models or modern distribution capabilities launched or significantly enhanced since June 2025, that increase the impact and effectiveness of the interactions between the field sales professional and financial advisors. Submissions may include sales structures, service models, non-technical engagement approaches, business excellence initiatives, and strategic partnerships that strengthen relationship and sales experiences. The Committee will look for needle-moving programs and activities that elevate the wholesaler-financial advisor relationship and support a more consultative sales approach.

### Nominee Information

- Firm Nominated
- Name of program or capability nominated

### Category Questions

1. Briefly describe the purpose, function, and features of the program or capability nominated and why/how it is providing exemplary and innovative sales support both in the field and from the home office (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

# Preparing your Nomination

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## OPEN AWARD CATEGORY – DOING GOOD

This category honors firm-wide initiatives that actively contribute to the betterment of our communities and address specific needs within them. Submissions should highlight community service projects, philanthropic endeavors, volunteerism or awareness building efforts that reflect engagement beyond the firm's core business activities that have been initiated (or significantly strengthened) since June 2025 . The Committee will look for initiatives that demonstrate a clear commitment to purpose-driven efforts that make a positive impact, improve lives, and strengthen communities.

### Nominee Information

- Firm Nominated
- Name of firm-wide initiative

### Category Questions

1. Briefly describe the target audience, purpose, and components of the firm-wide initiative nominated (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

# Preparing your Nomination

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## OPEN AWARD CATEGORY – INVESTMENT PRODUCT INNOVATION

This category honors groundbreaking and impactful investment strategies and product innovations that advance the investment advisory industry. Nominations should showcase strategies or products launched or significantly enhanced since June 2025 that demonstrate exceptional creativity, measurable market impact, and value to investors or businesses. The Committee will look for innovative investment solutions that address emerging needs and contribute to broader growth and progress across the investment landscape.

### Nominee Information

- Firm Nominated
- Name of the Investment Product Innovation

### Category Questions

1. Briefly describe the features and innovative developments of the investment product nominated (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

# Preparing your Nomination

*Be prepared to submit the following information*

## OPEN AWARD CATEGORY – MARKETING CAMPAIGN OF THE YEAR

This category honors the most innovative, creative, and impactful marketing campaigns that have elevated brand visibility and made an impact on the industry. Nominations should showcase marketing campaigns launched or significantly refreshed since June 2025 that have driven measurable results and have enhanced the brand recognition, identity, and reputation of a product, brand or organization. The Committee will look for campaigns that creatively engage target audiences, strengthen branding, and deliver both qualitative and quantitative success.

### Nominee Information

- Firm Nominated
- Name of the Marketing Campaign

### Category Questions

1. Briefly describe how the nominated campaign contributed to the growth and success of a product or brand (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

# Preparing your Nomination

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## OPEN AWARD CATEGORY - THOUGHT LEADERSHIP/EDUCATION

This category honors new programs, research, educational campaigns, or content that meaningfully advance industry knowledge and understanding of topics key to the future of advisory solutions. Nominations should reflect original programs, campaigns, or content launched or significantly enhanced since June 2025 that drive the industry forward by increasing industry or investor awareness and understanding of key investment advisory and/or wealth management topics. The Committee will look for innovative, needle-moving programs and content that help elevate industry and investor knowledge and have proven effectiveness with metrics showing strong engagement, influence, and impact.

### Nominee Information

- Firm Nominated
- Name of program, research, educational campaign or content nominated

### Category Questions

1. Briefly describe the target audience, purpose, and components of the program or activity nominated (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

# Preparing your Nomination

*Be prepared to submit the following information*

## WEALTH MANAGER CATEGORY – WEALTH MANAGEMENT ADVISORY PLATFORM OF THE YEAR

This category honors a wealth management advisory platform that exemplifies innovation in delivering better outcomes for investors and financial advisors. Nominations should reflect platform features and capabilities launched or significantly enhanced since June 2025, including proprietary or semi proprietary features developed for advisors and investors. The Committee will look for needle-moving platform enhancements that contribute to innovation across the investment advisory solutions industry and improve the investor or financial advisor experience. This category is intended for firms offering comprehensive wealth advisory platforms, including wirehouses, national and independent broker dealer firms, RIA platforms, and other sponsors of advisory platforms

### Nominee Information

- Firm Nominated
- Name of advisory platform or program nominated

### Category Questions

1. Briefly describe the features and enhancements of the advisory platform for which the wealth manager firm is being nominated (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

# Preparing your Nomination

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## ASSET MANAGER CATEGORY – ASSET MANAGER OF THE YEAR (AUM < \$25 BILLION)

This category honors a smaller asset manager that exemplifies innovation in delivering better outcomes for investors and financial advisors. Nominations should reflect product solutions, features, and capabilities launched or significantly enhanced since June 2025. The Committee will look for needle-moving product solutions, thought leadership, and partner programs that contribute to innovation within the investment advisory solutions industry and improve the investor and financial advisor experience. This category is open to traditional, alternative, annuity and insurance, and institutional asset management firms.

### **Nominee Information**

- Firm Nominated
- Name of product solution or programs nominated

### **Category Questions**

1. Briefly describe the product solution or other programs for which the asset manager is being nominated (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

# Preparing your Nomination

*Be prepared to submit the following information*

## **ASSET MANAGER CATEGORY – ASSET MANAGER OF THE YEAR (AUM BETWEEN \$25- \$500 BILLION)**

This category honors a mid-size asset manager that exemplifies innovation in delivering better outcomes for investors and financial advisors. Nominations should reflect product solutions, features, and capabilities launched or significantly enhanced since June 2025. The Committee will look for needle-moving product solutions, thought leadership, and partner programs that contribute to innovation within the investment advisory solutions industry and improve the investor and financial advisor experience. This category is open to traditional, alternative, annuity and insurance, and institutional asset management firms.

### **Nominee Information**

- Firm Nominated
- Name of product solution or programs nominated

### **Category Questions**

1. Briefly describe the product solution or other programs for which the asset manager is being nominated (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

# Preparing your Nomination

*Be prepared to submit the following information*

## **ASSET MANAGER CATEGORY – ASSET MANAGER OF THE YEAR (AUM > \$500 BILLION)**

This category honors a larger asset manager that exemplifies innovation in delivering better outcomes for investors and financial advisors. Nominations should reflect product solutions, features, and capabilities launched or significantly enhanced since June 2025. The Committee will look for needle-moving product solutions, thought leadership, and partner programs that contribute to innovation within the investment advisory solutions industry and improve the investor and financial advisor experience. This category is open to traditional, alternative, annuity and insurance, and institutional asset management firms.

### **Nominee Information**

- Firm Nominated
- Name of product solution or programs nominated

### **Category Questions**

1. Briefly describe the product solution or other programs for which the asset manager is being nominated (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

# Preparing your Nomination

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## TECHNOLOGY/SOLUTIONS PROVIDER CATEGORY – SOLUTIONS PROVIDER OF THE YEAR- EMERGING TECHNOLOGIES

This category honors technology or service providers (for early-stage or niche technological innovations) that demonstrate strong potential to impact the investment advisory solutions industry. Nominations should reflect new technologies, prototypes, or specialized tools launched (or significantly enhanced) since June 2025 that address specific industry challenges or opportunities. The Committee will look for creative, forward thinking innovations that may be smaller in scale but offer unique value propositions, novel approaches, or foundational capabilities with the potential to shape future industry developments and long-term growth. This category is open to technology and provider firms offering services to the investment advisory industry, including retirement and insurance solutions providers.

### **Nominee Information**

- Firm Nominated
- Name technology solution or advisory-related service nominated

### **Category Questions**

1. Briefly describe the technology solution or advisory-related service for which the solutions provider is being nominated (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

# Preparing your Nomination

*Be prepared to submit the following information*

## **TECHNOLOGY/SOLUTIONS PROVIDER CATEGORY – SOLUTIONS PROVIDER OF THE YEAR – TECHNOLOGY INTEGRATION**

This category honors technology or service providers that excel at integrating multiple tools, services, or data sources to create seamless and comprehensive advisory ecosystems. Nominations should reflect solutions launched (or significantly enhanced) since June 2025 that enable connectivity, enhance workflow automation, and improve data connectivity across advisory technology stacks. The Committee will look for innovations that reduce complexity, facilitate collaboration, and deliver holistic value to financial advisors and investors through integrated, ecosystem-driven technology solutions. This category is open to technology and provider firms offering services to the investment advisory industry, including retirement and insurance solutions providers.

### **Nominee Information**

- Firm Nominated
- Name technology solution or advisory-related service nominated

### **Category Questions**

1. Briefly describe the technology solution or advisory-related service for which the solutions provider is being nominated (150 words or less)
2. Detail the specific achievements, innovations, and results that qualify the nominee for this award (250 words or less)
3. Describe why the nominee is deserving of this award as compared to industry peers (250 words or less)
4. Should this firm be selected a winner in this category, provide a two-sentence description suitable to be included in a public announcement of the winners

## Questions?

Email [awards@mminst.org](mailto:awards@mminst.org) or call us at [646.868.8500](tel:646.868.8500).