Money Management Institute

2021 ANNUAL CONFERENCE

Preliminary Agenda*

Click below to explore the session descriptions.

- General Sessions
- Distribution Track
- Investment Solutions Track
- Leadership Track
- Retirement Track
- Tools & Technology Track

**Sessions subject to change; Speakers and specific time slots to be announced*

General Sessions

Wednesday, October 20, 1:00pm – 4:05pm ET

1:00pm – 1:15pm ET

Welcome & Opening Remarks

Tom Sholes
Chief Strategy Officer
Managing Director
BNY | Pershing

Lily Trager
Head of Investing with Impact
Managing Director
Morgan Stanley Wealth Mgmt.

Craig Pfeiffer
President and CEO
Money Management Institute

1:15pm - 1:55pm ET

Opening Keynote: Why the Retirement Wave Will Forever Alter Financial Services and Cause the Rise of Financial Planning 2.0

Ken Dychtwald, the leading authority on longevity, aging, and retirement coined the term Age Wave in 1983. Champion of the historic baby boomer demographic, his pioneering insights have led industries to develop strategies to live well in retirement and products as diverse as automotive, pharmaceuticals, and home care. Hear his new research about the preferences of the now retiring boomers, life's new third age, and the massive industry-shaping implications for financial advisors and wealth management firms. Don't miss this session…it will prove to be a game-changer.

Dr. Ken Dychtwald
Founder and CEO, Age Wave
Psychologist, Gerontologist
Best-Selling Author of 18 books on aging-related issues

Steve Gresham
CEO, The Execution Project
Managing Principal, Next Chapter

2:00pm - 2:30pm ET

The Post-Pandemic Dynamics of Client Engagement

The pandemic propelled all of us into a world of digital engagement. Daily activities, both personal and professional, were rewired to adapt to a new reality. And given the length of the experience, most of us have discovered that we can be both productive and happy with certain aspects of this new dynamic. Hear new research findings on how investor and advisor attitudes, expectations, and preferences have changed coming out of the crisis – and a candid discussion of the implications for asset and wealth managers.

Peter Keuls
Global Head of Wealth Management
Aon

Matt Schiffman
Principal, Distribution Insight
Broadridge

2:35pm - 3:15pm ET

The Need for Speed: How M&A Dealmakers Are Reshaping Fintech

The race is on! In today's hyper-competitive landscape, one path to strategically filling platform gaps, increasing scale, and driving growth is through M&A. A panel of experts share insights on what's driving the flurry of deal headlines, what's motivating both buyers and sellers, and why expanded fintech capabilities are now mission critical to deliver personalized interactions and solutions, streamline the user experience, and create access to new channels.

Cheryl Nash
CEO, Financial Supermarket
InvestCloud

Joud Abdel Majeid
Deputy Chief Financial Officer
BlackRock

Brendan Ryan
Co-Head, Technology & Services Invt. Banking
Raymond James

Ian Sheridan
Co-Founder & Managing Director
Vestigo Ventures

3:20pm - 4:00pm ET

Recharge Your Brain, Your Relationships, and Your Business

With the pandemic dragging on and delaying a return to "normal," it's no wonder we're all feeling drained and in need of a reset. In this session, Dr. Heidi Hanna helps us explore the most valuable resources we have at our disposal to recharge – human capital and the power of the brain. Based on the latest neuroscience of stress, mindfulness, and motivation, Dr. Hanna uncovers research-driven guiding principles and a simple framework for optimizing brain health and fitness, even in challenging times. Join us to learn specific strategies and techniques to calm the body, quiet the mind, and create individual and team action plans to drive performance and build health and resilience.

Dr. Heidi Hanna
Chief Energy Officer, Synergy Brain Fitness
Best-Selling Author

4:00pm - 4:05pm ET

Closing Remarks

Co-Chairs:
Tom Sholes, Chief Strategy Officer, Managing Director, BNY | Pershing
Lily Trager, Head of Investing with Impact, Managing Director, Morgan Stanley Wealth Management

Thursday, October 28, 1:00pm – 4:25pm ET

1:00pm – 1:05pm ET

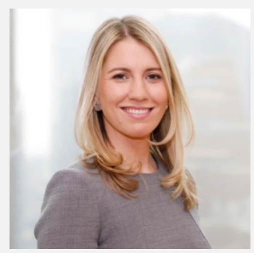
Opening Remarks

1:05pm - 1:30pm ET

Passion, Discipline, and Balance: Lessons from an Olympic Icon

Joan Benoit Samuelson became an instant legend when she won the inaugural women's Olympic Marathon in Los Angeles in 1984. Her distance running resume is packed with history-making achievements, and she is revered for her grace and discipline. Still setting goals and running competitively almost 50 years after starting her career in high school, Joan reflects on work ethic, resiliency, and achieving physical and mental well-being and life balance – lessons we all could use.

Joan Benoit Samuelson
Olympic Women's Marathon Gold Medalist
Athlete, Coach and Author



Lily Trager
Head of Investing with Impact
Managing Director, Morgan Stanley Wealth Mgmt.

1:35pm - 2:10pm ET

From Pledge to Progress: Taking Responsibility for Driving DE&I

It's been more than a year since the killing of George Floyd ignited national discussion and examination of the systemic racism in our society. Many financial services firms issued strong statements, lent financial power to anti-racism causes, and pledged to make DE&I a priority within their own organizations. So how far have we come? Recent research from Seramount examines the opportunity gaps between what corporate leaders have pledged to change at their organizations and what employees perceive and experience. Seramount's Subha Barry reveals key findings and discusses progress, challenges, and recommendations from a board of advisors including major leaders in the corporate, academic and non-profit sectors. Join her and two key industry leaders for a frank conversation on what it will take to build a more diverse and inclusive financial services workplace.

Subha Barry
President
Seramount

Jeffrey Solomon
Chair and CEO
Cowen Inc.

Erika Irish Brown
Chief Diversity, Equity and Inclusion Officer &
Global Head of Talent
Citi

2:10pm - 2:30pm ET

Broadening Pathways to Investing: A Conversation with Kunal Kapoor

There are more pathways to interest people in investing today than ever before, and the face of the investor is changing. As a result, our industry has the chance to serve a broader group of clients. Kunal Kapoor sits down with Craig Pfeiffer for a wide-ranging discussion of key advisory trends and ways firms can seize the opportunity – from enabling investors' desire for investing success and personalized impact, to delivering customization and flexibility at scale, to growing data acquisition and data science capabilities. Don't miss this insightful dialogue.

Kunal Kapoor
CEO
Morningstar

Craig Pfeiffer
President and CEO
Money Management Institute

2:30pm - 3:05pm ET

Presentation of 2021 MMI Member Recognition Awards

Troy Thornton, Managing Director, Head of Americas Retail Client Business, Goldman Sachs Asset Management; *Chair, MMI Board of Governors*
Craig Pfeiffer, President & CEO, MMI

Presentation of 2021 MMI Leadership Award

President's Report

Craig Pfeiffer, President and CEO, MMI

3:10pm - 3:40pm ET

Regulatory Outlook: What's Ahead Under the Biden Administration?

With the new regimes at the DOL and the SEC recently announcing their regulatory agendas, the advisory industry is anticipating new proposals and guidance on everything from the definitions of a fiduciary and an accredited investor to various corporate disclosures and human capital management issues. Join us for an expansive view of the regulatory changes that are likely on the horizon and how they may impact the advisory industry.

Introduction:
JJ Wilczewski, Head of Americas Client Coverage and Global Head of Institutional, DWS Group

Frank Kelly
Founder and Managing Partner
Fulcrum Macro Advisors LLC

Sponsored by: DWS

3:45pm - 4:20pm ET

Blockchain: The Future of Financial Services?

Cryptocurrencies are just the visible tip of a potentially huge iceberg. Beyond the current headlines and spate of new cryptocurrency-based investment products, the real story is the potential for the underlying distributed ledger technology to transform many aspects of financial services from custody and recordkeeping to trading, investment products and portfolio construction, payments, lending, cybersecurity, and privacy issues. Join us for an expert's overview of current use cases for blockchain, the future implications for asset and wealth management, and whether blockchain will ultimately prove a disruptor or an accelerator.

Richard Walker
Principal, Head of Blockchain
for Financial Services
Deloitte Consulting LLP

4:20pm - 4:25pm

Closing Remarks

Tom Sholes, Chief Strategy Officer, Managing Director, BNY | Pershing
Lily Trager, Head of Investing with Impact, Managing Director, Morgan Stanley Wealth Management
Joan Lensing, SVP, Chief Programming Officer, MMI

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Distribution Track Sessions

Friday, October 22

11:00am – 11:50am ET

Great Expectations: What Advisors Want from Distribution Teams

Like every other consumer, financial advisors now expect more from their relationships with asset managers and wholesalers. They are looking for hyper-personalized advice to help them grow their businesses and data-driven insights and solutions to meet their clients' unique goals. What does it take to stand out from the crowd and win business? This expert panel examines what successful asset managers and wholesalers are bringing to the table, including market insights, portfolio analysis and construction tools, technology resources, and more.

Moderator:
Lee Kowarski, Vice President, Head of Data Science & Distribution Solutions, SS&C | Research, Analytics and Consulting

Panelists:
Bobby Colon, VP, Investment Solutions, Raymond James Financial
Sue Thompson, EVP, Head of SPDR Americas Distribution, State Street Global Advisors
Troy Thornton, Managing Director, Head of Americas Retail Client Business, Goldman Sachs Asset Management

12:00pm – 12:50pm ET

Marketing Moves Center Stage

Distribution is no longer synonymous with "sales." Increasingly, marketing has been playing an expanded role in client acquisition and development – a trend that has only accelerated during the pandemic. In today's most successful distribution organizations, marketing and sales teams are partnering to drive client and advisor engagement. Hear from some of the industry's most forward-thinking distribution professionals why data quality and digital agility are now paramount, how the marketing function is evolving to shorten the sales cycle and drive ROI, and why true value-add content is more than a pretty fact sheet.

Moderator:
Neil Bathon, Founder & Managing Partner, FUSE Research Network

Panelists:
Koley Corte, SVP, Global Head of Business Transformation, AllianceBerstein
Jeff Kelley, SVP, Head of Marketing, Calamos Investments
Leslie Walstrom, Head of Global Marketing, Columbia Threadneedle Investments

Thursday, October 28

11:00am – 11:50am ET

Data's Vital Role in Distribution Success

Making efficient use of data and business intelligence is increasingly linked to distribution success. This session provides real-world case studies on how asset manager distribution teams are using data and insights to determine what opportunities to pursue with advisors, when, and via what method. Our panel will offer diverse perspectives and lessons learned on using data to drive targeting and segmentation, territory management, activity and productivity metrics, and much more.

Moderator:
Alex Golub-Sass, Principal, Distribution Insight, Broadridge

Panelists:
Todd Buck, Managing Director, Head of Analytics Sales, Envestnet
Jane Conway, Head of Distribution Enablement and Intelligence, Voya Investment Management
Matt Hilding, U.S. Head of Wealth, DWS Group

12:00pm – 12:50pm ET

The Future of Distribution: Post-Pandemic and Beyond

The pandemic changed the playbook for advisory distribution teams almost overnight. Over the past year and a half, asset manager sales teams and their marketing counterparts adapted nimbly to the virtual environment to serve their wealth management partners, advisors, and investor clients. As we inch back to "normal," how are forward-looking firms positioning themselves for success? This panel tackles how technology is transforming engagement between asset managers and intermediaries, how traditional wholesaling has changed, whether hybridization is here to stay, and the skill sets that will be in demand going forward for distribution teams.

Moderator:
Tyler Cloherty, Managing Director, Head of the Knowledge Center, Casey Quirk by Deloitte

Panelists:
Tim Hill, Executive Director, U.S. Client Group, Principal Global Investors
Brad Moore, Director of Product Management, BNY Mellon | Data & Analytics Solutions
TBA

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Investment Solutions Track Sessions

Thursday, October 21

11:00am – 11:50am ET

Democratization at Work: The Ins-and-Outs of Custom Portfolios

Direct indexing is much more than replicating the index for clients and simply owning the stocks in the index. It's about enabling advisors to offer customized solutions to clients that express their personal goals and preferences. This panel explores how product innovation, technology, partnerships, and M&A activity have combined to facilitate greater individualization of client portfolios – from actively managed SMAs to personalized index-based solutions, multi-asset portfolio solutions, and beyond. The discussion will include success stories, challenges overcome, future product development ideas, and lingering concerns from the asset manager, wealth manager, and advisor points of view.

Moderator:
Rob Klapprodt, Corporate Strategy Officer, Vestmark

Panelists:
Gary Gallagher, Head of Wealth Management and Advisory Solutions, Fidelity Institutional
Gavin Romm, Head, Fixed Income SMA Solutions, AllianceBernstein
Andy Smith, VP, Research, Dimensional Fund Advisors

12:00pm – 12:50pm ET

Implementing ESG: Meeting Investor Objectives & Fiduciary Obligations

Asset growth in ESG and sustainable investing is driving continued new product development. To date, the primary focus has been on institutional portfolios and ESG branded/promoted mutual funds and ETFs. Historically, ESG was implemented through separate accounts via simple negative screening lists and data sources. More recently, a number of ESG-focused SMA managers have emerged, advancing the science and portfolio management discipline behind custom-constructed ESG mandates to meet the unique values and preferences of individual investors. This session looks at some of the newer and more advanced products and approaches being employed for ESG implementation with SMAs. Our expert panel will also unpack the role that ESG analytics, impact analysis, trade attribution, and risk management play in delivering the value and risk management intended through ESG investing.

Moderator:
Nick Diodati, Director, Wealth Product Strategy, Charles River Development, a State Street Company

Panelists:
Melissa Brown, Managing Director, Applied Research, Qontigo
Christine Pishko, Global Head of ESG Relationship Management, Asset Servicing, BNY Mellon
Shila Wattamwar, Executive Director, ESG Product Strategy, Sustainalytics, a Morningstar company

Tuesday, October 26

2:00pm – 2:50pm ET

Outcome-based Solutions: Going Beyond Retirement Income

While income generation for retirement portfolios remains a significant area of focus, evolving client expectations are causing firms and advisors to look at other outcome-oriented solutions as well. Learn how firms are harnessing the power of technology and innovative products to solve for a host of financial planning-based issues, including client income, liquidity, longevity, and legacy needs. Our panel will examine the latest developments in the areas of goals-based model portfolios, downside protection wrappers, and defined outcome solutions – and how firms are combining these products with innovative technology tools to deliver a diverse set of client outcomes.

Moderator:
Gavin Spitzner, President, Wealth Consulting Partners, LLC

Panelists:
Michael Kim, President & Chief Client Officer, AssetMark
Shannon Larson, Senior Vice President, Platform Management & Product Development, Advisor Group
Shannon Saccocia, Chief Investment Officer, Boston Private, an SVB company

3:00pm – 3:50pm ET

Opportunities in Non-correlated and Alternative Asset Classes

The retail and wealth marketplace continues to look to differentiated, non-correlated asset classes to meet investors' appetites for greater diversification. Increasingly, there have been new offerings with sophisticated and even esoteric exposures – among them cryptocurrency, private equity, distressed municipal debt, and other alternative asset classes. This panel of experts looks at the latest trends in product development – from limited partnerships to packaged offerings – that provide alternative exposure, ways to manage the challenges and opportunities, and how to capitalize on the disruption in the growing category of non-correlated asset classes.

Moderator:
Russell Parker, Founder and CEO, *rpm*AUM

Panelists:
Rob Frasca, Co-Founder & Managing Partner, COSIMO Venture Partners
Jon Schotz, Co-Managing Partner & Co-Portfolio Manager, Saybrook Fund Advisors
Kunal Shah, Managing Director, Head of Private Equity Solutions, Co-Head of Research, iCapital Network

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Leadership Track Sessions

Thursday, October 21

2:00pm – 2:40pm ET	**The Future of Work: What it Means for You as a Leader** Over the next five years and beyond, our working lives will be transformed in ways we could never have imagined as little as ten years ago. The emerging way we will work in the 21st century will look significantly different than anything we are used to. As a leader, are you ready? This session focuses on what's driving the unrelenting pace of change in the workplace, how it will impact your organization and workforce, and the critical leadership skills that you and your organization will need to thrive. **Julia Lamm**, Principal, Workforce Transformation, PwC
2:45pm – 3:15pm ET	**Notice and Respond: Supporting Team Members** One in five people suffer from a behavioral health problem like depression or anxiety each year. These issues can have a profound effect on employees' work lives, but it's rare for them to talk openly in the workplace about their struggles. As a manager, you may suspect that an employee is having a hard time, but not know exactly what to do. This session will help you recognize signs of distress in others and suggest strategies for offering help in both onsite and remote workspaces. Sometimes it's as simple as expressing your concern and listening without judgment. Other times it's wise to consult with others, like a trusted colleague or specialist, before doing anything. With a little more knowledge, you will be better equipped to notice when something is going on and respond effectively. **Introduction**: **Dana Erdfarb**, Executive Director, Benefits Strategy, Morgan Stanley **Speaker:** **Dr. Sheva Assar,** Clinical Psychologist in collaboration with Lyra Health Educational Programs **Sponsored by:** Morgan Stanley
3:20pm – 4:00pm ET	**The Future of Work: How to Lead and Innovate in the Speed of Now** The past year has brought about rapid and remarkable transformation that has forever changed how business operates. Technology plays a bigger role, impacting employee health and well-being as well as client experiences. Organizations must adapt accordingly, changing how they work, utilize workspaces, and engage employees while prioritizing health and safety. In this session, Salesforce shares best practices on collaborating in a virtual world, learning, enablement, and how to innovate in the speed of now. Join us for practical and timely insights based on customer case studies and research conducted by Salesforce and one of their companies, Tableau. **David Berthy,** Director of Research, Salesforce Futures **Michelle Feinstein**, GM, Vice President, Wealth & Asset Management Industry Solutions and Strategy, Salesforce **Kerry Ryan**, Director, Industries Marketing, Wealth & Asset Management, Salesforce

Tuesday, October 26

11:00am – 11:45am ET	**Curbing Burnout: Your Guide to Prevention and Early Intervention** Reports of burnout are increasingly common, but there's a lot we can do to prevent burnout, enhance well-being at work, and help ensure that our lives are more well-rounded and enriching. This session reviews the individual and organizational factors that can mitigate risk for burnout, as well as specific strategies for communicating more effectively at work, managing job-related stress, and preventing work from intruding at home and in relationships with loved ones. **Introduction**: **Kara Julian,** Managing Director, Morgan Stanley **Speaker:** **Dr. Sheva Assar,** Clinical Psychologist in collaboration with Lyra Health Educational Programs **Sponsored by:** Morgan Stanley
11:50am – 12:00pm ET	**Quick Take: How is Trust Evolving in Business?** Leaders are expected to build trust with their stakeholders to deliver better, sustained outcomes, for both business and societal issues. But how can we respond in the most meaningful way – so that we drive the greatest impact both for business and society? Hear insights from three leading minds and change agents focused on trust building. **Wes Bricker**, Vice-Chair, Trust Solutions Co-Leader, PwC US **Jim Ryan**, Chairman and Senior Partner, PwC US **Sandra Sucher**, Professor of Practice Management, Harvard Business School; Author, *The Power of Trust: How Companies, Build It, Lose It, Regain It*
12:00pm – 1:00pm ET	**Unleash Your Team's Learning Capacity** How can you effectively engage with your team when solving cutting-edge problems? Join Professor Bobby Parmar, UVA Darden, in this activity-based session focused on collaboration and learning, where you will join small breakout sessions to solve insights puzzles. Through this fun challenge, you will discover what leaders need to do to help teams focus on learning and growth so that they can thrive in turbulent and uncertain times. **Professor Bidhan L. (Bobby) Parmar, PhD**, Associate Professor of Business Administration, University of Virginia | Darden School of Business **Sponsored by:** University of Virginia | Darden Executive Education | Executive IQ

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Retirement Track Sessions

Monday, October 25

2:00pm – 2:50pm ET

Retirement Plans A-Z: An Industry Leadership Update

There's a lot going on in the retirement plan world. Account values are at all-time highs, the boomer age wave is rolling off 12,000 retirees per day, new product opportunities are emanating from the SECURE Act, and – along with regulatory change – there is unprecedented M&A activity. Senior leaders will help unpack and prioritize the key issues related to DC and rollover business, ESG in retirement, product development, and more.

Moderator:
Steve Gresham, CEO, The Execution Project; Managing Principal, Next Chapter

Panelists:
Stephen Dopp, National Director, Defined Contribution, Lord Abbett & Co.
Ed Murphy, President and & CEO, Empower Retirement
TBA

3:00pm – 3:50pm ET

Retirement Income Product Innovation: What's Next?

The next chapter of retirement income products is challenged by accelerating consumer demand combined with difficult investment conditions. Some firms are stepping back from guarantees, and new products are arriving from non-traditional players. What does the near future hold for companies trying to satisfy the growing appetite for protected lifetime income, in-plan security, risk mitigation, and more simplicity?

Moderator:
TBA

Panelists:
Jason Fichtner, PhD, Vice President & Chief Economist, Bipartisan Policy Center; Head, Retirement Income Institute
David Lau, CEO & Founder, DPL Financial Partners
Nick Nefouse, Head of LifePath and Head of Retirement Solutions, BlackRock

Wednesday, October 27

11:00am – 11:50am ET

"Financial Wellness": The Definitive Guide

What exactly is "financial wellness," and why is it fast becoming the True North for the advice industry? Longevity planning, healthcare issues, guaranteed income, and security are all rising in importance for clients, offering an opportunity for adaptive advisors and their firms. Learn directly from industry innovators what they are doing right now to capitalize on this important trend via strategies and tactics that connect better with clients.

Moderator:
Elizabeth Koehler, Managing Director, Advisor Insights, BlackRock

Panelists:
Nalika Nanayakkara, Partner, Wealth and Asset Management Practice Lead, EY
Evamarie Schoenborn, President and CEO, Northwestern Mutual Wealth Management Company
Tom West, Senior Partner, Signature Estate & Investment Advisors, LLC

12:00pm – 12:50pm ET

Adoption, Engagement, Next Best Action, and Scale – Oh My!

Whether they call it micro-engagement, lead gen, or next best action, leading firms are actively developing new capabilities to get clients and advisors on the road to comprehensive retirement solutions. Hear what these firms have learned about the keys to success – from a first step that is simple, intuitive and demonstrates clear value to both the advisor and the client to the importance of quantifying the benefit with a score or dollar value.

Moderator:
Steve Gresham, CEO, The Execution Project; Managing Principal, Next Chapter

Panelists:
Anthony Bunnell, Managing Director, Head of Retirement, Morgan Stanley
Michael Liersch, Head of Advice & Planning, Wells Fargo
Angie O'Leary, Head of Wealth Planning, RBC Wealth Management – U.S.

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Tools & Technology Track Sessions

Monday, October 25

11:00am – 11:50am ET	**Fintech Priorities: Do Enterprises and Advisors See Eye to Eye?** Advances in fintech have been instrumental in enabling advisors to broaden their service offerings, foster deeper, more holistic client relationships, and free up time to nurture relationships. But growth-minded advisors are still looking for additional tech solutions to help them deliver personalized service at scale and streamline their operations. Are advisors' tech needs and priorities aligned with those of the enterprises that serve them? Recent research from InvestCloud and *InvestmentNews* sheds light on this important topic. Join us for a candid conversation that may influence how you think about your firm's fintech roadmap. **Moderator:** **Suzanne Siracuse,** CEO, Suzanne Siracuse Consulting **Panelists**: **Rick Kent**, CEO, Merit Financial Advisors **Joe Nadreau**, Managing Director, Head of Advisory Platform Services, Wells Fargo Advisors
12:00pm – 12:50pm ET	**The Evolution of the Customer Digital Experience** Numerous fee-based platforms have launched increasingly sophisticated client portals and digital experiences that support analysis, planning, paperless account opening, and ongoing reporting and advice. These capabilities have blurred the line between direct robo-advice programs and traditional SMA programs. In this new environment, the quality of the client digital experience and service is becoming critical to business growth and retention, even in traditional full-service advisor channels. This session examines the most important components of the client digital experience and ways it can be enhanced to foster client retention, acquisition, and growth of wallet share. **Moderator**: **Craig Iskowitz**, Founder and Principal, Ezra Group **Panelists:** **TBA**

Wednesday, October 27

2:00pm – 2:50pm ET	**Cybersecurity Risks and Challenges: What You Need to Know** 2021 has seen no shortage of headlines regarding cyber attacks and data breaches. Financial services companies have always been high-profile targets due to the types and amount of sensitive personal data they collect from clients. And the COVID-19 pandemic has heightened the risks as companies were forced to shift quickly to remote work, creating possible weak points due to thousands of employees suddenly working from home. Learn about the new cyber threats facing the financial services industry and the steps organizations can take to counter them. **Panelists:** **Jeff Davis,** Director, Senior Group Manager, Information Security, BNY Mellon | Pershing

	Rachel Wilson, Managing Director, Head of Data Protection and Infrastructure Risk, Morgan Stanley Wealth Management

3:00pm – 3:50pm ET	**Artificial Intelligence and Machine Learning: From Hype to Mainstream Adoption** In recent years, Artificial Intelligence and Machine Learning have become more than buzzwords in the investment advisory business. Today, these technologies have been proven and are in use to automate time-consuming, mundane processes and offer a more streamlined and personalized customer experience. Hear from a panel of innovative leaders how they are using AI and Machine Learning to complement the human side of the advisory business in areas from customer service and sales targeting to advisor training. **Moderator**: **Christian Thilmany**, Senior Director AI Strategy | AI Sustainability & Market Development, Microsoft U.S. Chief Digital Office **Panelists:** **Sally Eaves,** Speaker/Author, Emergent Technology CTO, Global Strategy Advisor **Rubesh Jacobs**, Managing Partner, Jacobs & Company **Mike O'Rourke,** SVP, Head of Artificial Intelligence and Investment Intelligence Technology, Nasdaq

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