Agenda

Wednesday, April 21

12:00 – 12:10PM ET

Welcome and Opening Remarks

Kimberly Beck
Senior Vice President
Head of Wealth Marketing
Envestnet

Brendan Clark
Chief Executive Officer
Clark Capital Management Group

Craig Pfeiffer
President &
Chief Executive Officer
MMI

12:10 – 12:55PM ET

Social Mega Trends Are Influencing FinTech. Are Firms Paying Attention?
Summit 2021 kicks off with two industry thought leaders who know a thing or two about innovation and disruption. Dani Fava examines four social mega trends influencing our everyday lives and ways firms should be leveraging them to meet investors' changing needs and expectations. Steve Gresham then looks at the reality of what firms are actually doing – and why our industry needs to do more to help the historic age wave of Boomers navigate retirement.

Dani Fava
Head of Strategic Development
Envestnet

Steve Gresham
Chief Executive Officer
The Execution Project

12:55 – 1:00PM ET

Break

1:00 – 1:40PM ET

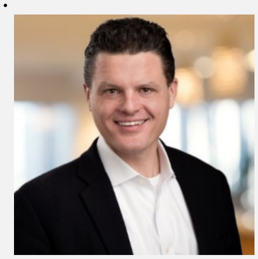
What Will It Take to Create a Netflix Experience in Wealth Management?
Consumers "live" in a Netflix-like world. Investors and financial advisors don't. The trends in digital/human advice reveal that existing platforms are dated and insufficient. Choice in content, subscription-based relationships, and advice need to be rooted in an intuitive client/advisor experience and guidance on the next best thing to do. The advisory industry is late in building comprehensive, easy-to-use platforms and tools that empower consumers and advisors to engage with one another on terms that advance all. Join us for a discussion on how wealthtech leaders are

	embracing innovation and applying lessons learned on the path to creating a Netflix-caliber experience for investors, advisors, and firms. **Moderator:** **Tara Harkins,** Vice President, LFN Marketing, Lincoln Financial Network **Panelists:** **Jud Mackrill,** Chief Executive Officer & Co-Founder, Milemarker **Kim Mackrill,** Chief Marketing Officer & Co-Founder, Milemarker **Jack Sharry,** Executive Vice President, Chief Marketing Officer, LifeYield **Marc Verbos,** Executive Vice President, AIMCOR Group
1:40 – 1:55PM ET	**Innovation Spotlight:** **The Disruptive Future of Financial Services: What You Should Know** The financial services industry is going through what amounts to a massive unbundling. Join globally recognized business strategist and innovation expert Salim Ismail as he explains the major disruptions that every asset manager, wealth manager, solutions provider, and financial advisor will need to be versed in to properly enroll and guide their customers and clients.  **Salim Ismail** Founder and Chairman ExO Works and OpenExO
1:55 – 2:00PM ET	**Break**
2:00 – 3:25PM ET	**Hallway Conversations – Two Back-to-Back Sessions (40 minutes each)** Have you been missing the casual, informative discussions with your industry colleagues that take place at in-person conferences? Summit 2021 has you covered! We've assembled a list of hot topics – everything from Return to Work to Industry Consolidation – and expert facilitators to steer the conversation on each. View the full list of Hallway Conversations. Pick two topics, turn your camera on, and get ready to have a lively conversation with a small group of your fellow attendees.
3:25 – 3:30 PM ET	**Break**

3:30 – 3:45PM ET

Innovation Spotlight:
Democratizing Wealth Management: Developing the Winning Formula for Delivering a Platform to the Mass Affluent

While the traditional full-service wealth management model continues to work fairly well for the high net worth, there's a huge and growing mass affluent market in need of financial advice and guidance that remains underserved. Various industry participants – from banks to brokerages to fintechs – are competing to assemble the right technology, products, pricing, and service to attract and retain these investors. In this session, Mike Foy shares recent investor experience research and insights from J.D. Power to explore what success could look like and which types of firms might have the edge in winning in this space.



Mike Foy
Senior Director, Wealth Intelligence for North America
J.D. Power

3:45 – 4:25PM ET

Driving Growth in The New World: Using Data Science & Artificial Intelligence to Improve Business Results

The past year has left asset managers and broker-dealers facing a myriad of new and unprecedented challenges. More than ever, firms have turned to data and analytics to cope with these challenges and improve the efficiency and effectiveness of their operations. This session provides practical insights into how firms have focused on data, client segmentation, and predictive analytics to drive success. Hear how they have leveraged data to uncover sales and/or asset retention opportunities. What worked and what didn't? And, given the unique environment, how do you tell the difference?

Moderator:
Tim Kresl, Principal, Distribution Insight, Broadridge

Panelists:
Jill Brown, Managing Director, U.S. Wealth, Principal Funds Distributor
Jane Conway, Head of Distribution Enablement and Intelligence, Voya Investment Management
Chris Scott-Hansen, Managing Director, Head of Portfolio & Trading Solutions, Morgan Stanley

4:25 – 4:30PM ET

Day One Wrap-Up

Kimberly Beck, Senior Vice President, Head of Wealth Marketing, Envestnet

Money Management Institute SUMMIT 2021

Thursday, April 22

12:00 – 12:05PM ET

Opening Remarks

Brendan Clark, Chief Executive Officer, Clark Capital Management Group

12:05 – 12:45PM ET

Keynote Conversation
Transforming Client Service: Lessons from the Hospitality Industry
The hospitality industry's foundation of success is built on providing a memorable client experience and exceptional client service. This value proposition was severely tested by the global pandemic, forcing restaurants to adapt with speed and creativity to survive and – in some instances – to thrive. In this fireside chat, acclaimed restauranteur Danny Meyer shares lessons on innovative leadership, resiliency, and corporate responsibility that financial services can learn from the hospitality sector.

Danny Meyer
Founder & Chief Executive Officer
Union Square Hospitality Group

Chris Cullen
Chief Distribution Officer
Clark Capital Management Group

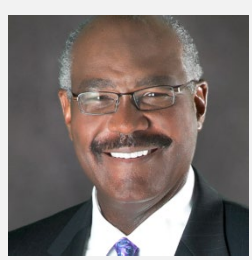
Introduction: Erik Hardin, Regional Vice President, Orion Portfolio Solutions

Sponsored by: ClarkCapital Management Group, Orion Portfolio Solutions

12:45 – 1:00PM ET

Innovation Spotlight:
Sourcing Diverse Talent for Your Business
Finding and retaining diverse talent is a top priority for wealth and asset management firms today. How can your organization better connect with, recruit, and develop diverse candidates at different stages of their career journeys? Hear high-impact best practices from NASP and Toigo, two organizations at the forefront of helping financial services firms build stronger, more diverse teams.

Maura Allen
Program Manager
Toigo Foundation



Ron Parker
President & CEO
National Association of Securities Professionals (NASP)

Money Management Institute

SUMMIT 2021

1:00 – 1:05PM ET — **Break**

1:05 – 1:45PM ET

If You Build It, How Do You Make Them Come? The Advisor Adoption Challenge
There is no denying that the pandemic has accelerated digital and technology transformation over the last 12 months. Fintech firms are moving at a faster pace to provide innovative solutions, wealth managers are rolling out medium- and large-scale platform enhancements, and asset managers are partnering with or acquiring fintech businesses. But with all these changes, how is the industry supporting advisor adoption? This interactive session will address head-on the challenges advisors face in adopting new technology and suggest new ways to drive advisor technology use.

Introduction:
Rich Keltner, Director of Product Marketing, Financial Supermarket, InvestCloud

Moderator:
Adele Taylor, Partner, Financial Services Practice, McKinsey & Company

Panelists:
Phil Buchanan, Executive Chairman, Cannon Financial Institute
Jalina Kerr, Senior Vice President, Advisor & Field Experience, Schwab Advisor Services
Emily Reitan, Vice President, Distribution Fintech, Allianz Life Financial Services

1:45 – 2:00PM ET

Innovation Spotlight:
Net Zero…Now What?
Bond markets, given their scale and reach, have a uniquely important role in financing the transition to a net zero economy. Can we harness the power of capital markets as a key solution to avert a climate catastrophe? We must. Join PIMCO's Head of ESG Business Strategy, Olivia Albrecht, as she discusses how fixed income investments can help drive the transition to net zero carbon emissions while seeking optimal returns.

Olivia Albrecht
Head, ESG Business Strategy
PIMCO

2:00 – 2:05PM ET — **Break**

2:05 – 3:30PM ET

Hallway Conversations – Two Back-to-Back Sessions (40 minutes each)
Round two of our interactive, small-group discussion rooms. Pick [two more topics] and join senior colleagues from around the advisory industry to share ideas, perspectives, and pain points.

3:30 – 3:35PM ET — **Break**

Money Management Institute **SUMMIT 2021**

3:35 – 3:50PM ET

MMI President's Report

Craig Pfeiffer
President & Chief Executive Officer
Money Management Institute

3:50 – 4:30PM ET

The Future of Distribution: Striking the Right Balance Between Digital & Relationships
The past year has seen fundamental shifts in models for work and client connection. Join us for some "straight talk" about the future of advisory distribution and what it will take to successfully marry digital engagement with more traditional relationship-building approaches. Senior executives representing the wealth manager, asset manager, and fintech points of view debate what's working, what's not, and what's next in terms of delivering personalized engagement and support to both investors and advisors at scale.

Introduction:
Matt Caulfield, Executive Vice President, Client Experience, Archer

Moderator:
Carter Sims, Head of Global Distribution, Thornburg Investment Management

Panelists:
Noreen Beaman, President, Orion Advisor Solutions
Emily Pachuta, Chief Marketing & Analytics Officer, Invesco US
Greg Toskos, Managing Director, Global Head of Partnerships, UBS Global Wealth Management

4:30 – 4:35PM ET

Closing Remarks and Adjournment