

Emerging Asset Managers Forum

June 23 | Chicago, Illinois

8:30AM – 9:00AM

Registration & Continental Breakfast

9:00AM – 9:15AM

Welcome & Opening Remarks

Arlen Oransky, EVP, Chief Membership Officer, MMI

Co-Chairs:

Robbie Cannon, Founder, Horizon Investments

Steve Carl, Principal, Chief Distribution Officer, Madison Investments

Mark Rewey, Director of Marketing & Business Development, Segall Bryant & Hamill

9:15AM – 10:00AM

Advice from a Proven Asset Raiser

Over the past 16 years, Gui Costin has helped raise over \$40 billion dollars on behalf of his firm's clients. He is an expert on the processes and procedures firms can implement to scale their business. To kick off the Forum, Gui shares his experience and knowledge by taking a deep dive into two specific areas: tips and techniques to penetrate the fast-growing, dynamic RIA channel; and the importance of video and the impact it can have on your marketing.

Gui Costin, Founder & Chief Executive Officer, Dakota

10:00AM – 10:45AM

Competing With Scale Players: Synchronizing for Success

Since the 1980s, small and mid-sized investment firms have been told that they must become large-scale players to survive. Yet today there are still 248 investment firms with between \$1 billion and \$99 billion in AUM. This means that there is \$3.4 trillion of assets in the hands of smaller firms – many with margins that are the envy of the largest players. Clearly, being smaller has its own advantages – such as faster decision making, better focus, improved coordination, and the ability to differentiate. Hear from experts about how a coordinated distribution effort is being used by small to mid-sized firms to successfully compete against their much larger peers.

Moderator:

Neil Bathon, Founder & Managing Partner, FUSE Research Network

Panelists:

Joe Anthony, President, Gregory FCA

Jo Ann Quinif, Chief Client Officer, Diamond Hill

Mark Spina, President & Chief Operating Officer, FLX Networks

10:45AM – 11:00AM

Networking Break

11:00AM – 11:45AM

How to Punch Above Your Weight: Content and Hyper-Personalization Strategies

Today, more than ever, there is pressure squarely on asset managers, especially boutique players, to truly differentiate and deliver more value. The post-pandemic era – coupled with the rapidly evolving economic environment and global geopolitical uncertainty – is further complicating the situation. Two-thirds of today's wholesalers expect advisor engagement to continue to digitalize, moving away from traditional in-person meetings. This accelerating shift into the digital space requires precise alignment between sales and marketing teams. This panel explores the evolution of content and how firms are transitioning to hyper-personalized strategies to deliver more efficient and effective marketing.

Moderator:

Tara Giuliano, Head of Marketing, Nuveen, a TIAA Company

Panelists:

John Hackett, CFA, Managing Director, Chief Marketing Officer, Thornburg Investment Management

Cindy Knowlton, CFA, Director of Marketing, Segall Bryant & Hamill

Chris Ruppenstein, Director of Investment Management Sales & Marketing Solutions, Synthesis Technology

11:45AM – 12:15PM

ESG and DEI: Positioning Your Firm for Success

ESG and DEI have become major focus areas for searches, RFPs, and due diligence processes across the allocator community. How should emerging managers think about organizational alignment, resources, data, and costs? And how should they position themselves for success? Hear perspective from High Water Women and learn about some of the resources available to you.

Anna Snider, Head of Due Diligence, CIO Office, Bank of America Merrill Lynch; Board Chair, High Water Women

Caroline Lovelace, Founder and Managing Partner, Rose Hill Park; Impact Committee, High Water Women

12:15PM – 1:30PM

Networking Lunch

1:30PM – 4:45PM

Meet the Gatekeepers: Round Robin Sessions

Getting the time and attention of distribution gatekeepers can be tough. We're here to help! We're dedicating the entire afternoon to highly interactive roundtable sessions that put you face-to-face with representatives from key firms across a range of distribution channels.

The small-group, round robin format allows you to:

- interact directly with knowledgeable decision makers across various channels,
- learn the best ways to engage with different platforms and add value to their efforts, and
- develop a roadmap and next steps to navigate specific distributors.

To provide maximum value and make efficient use of the available time, attendees are encouraged to submit questions for the platform representatives in advance of the session.

Wirehouse Channel:

Kristen Griffin, Deputy Head of Investment Management Research, UBS
Michael Jabara, Managing Director, Co-Head of Global Investment Manager Analysis, Morgan Stanley
Todd Noel, Senior Research Director, Global Manager Research, Wells Fargo
Anna Snider, Head of Due Diligence, CIO Office, Bank of America Merrill Lynch

National Channel:

Jason Hoody, Head of Investment Manager Research, LPL Financial
Miriam Sjoblom, Senior Analyst, Advice and Guidance, Edward Jones
Johnny Suarez, Director, Manager Research, Asset Management Services, Raymond James

TAMP Channel:

Zoe Brunson, Chief Investment Strategist, AssetMark
Josh Charlson, Director, Manager Selection, Morningstar Research Services
Jean Heath, Managing Director, Head of Asset Manager Network, Envestnet
Scott Silverman, SVP, Head of Distribution, GeoWealth

Multi-Channel:

Stephen Ban, Managing Director, Investment Solutions, Hightower Advisors
Brian Collins, Chief Investment Officer, HUB International
Bill Harding, SVP, Chief Investment Officer, Jackson
Robert Noe, Managing Director, Wilshire Associates

4:45PM – 4:50PM

Closing Remarks**Co-Chairs:**

Robbie Cannon, Founder, Horizon Investments
Steve Carl, Principal, Chief Distribution Officer, Madison Investments
Mark Rewey, Director of Marketing & Business Development, Segall Bryant & Hamill