Established in 1997, the Money Management Institute (MMI) is the industry association representing financial services firms that provide financial advice and investment advisory solutions to investors.
Through conferences, educational resources, and thought leadership, MMI facilitates peer-to-peer connections, fosters industry knowledge and professionalism, and supports the next-generation leadership and evolution of the investment advisory industry.

MMI member firms are dedicated to helping individual and institutional investors, at every level of assets, plan for and fulfill their financial goals.
WHY WE ARE DIFFERENT

MMI is the only industry association uniquely dedicated to **Advancing the Future of Investment Advice and Solutions**
OUR MISSION

To facilitate, enable and shepherd industry leadership and growth. MMI helps member firms to **CONNECT, KNOW** and **GROW** by providing a broad range of member benefits and services.
OUR MEMBERS

MMI members are the wealth manager, asset manager, and solutions provider firms that are shaping the future of investment advice—from some of the largest financial institutions in the world to emerging innovators and new entrants.

170 Member Firms as of June 1, 2020

BY TYPE

- Asset Managers: 107 (63%)
- Wealth Managers: 26 (15%)
- Solutions Providers: 37 (22%)

BY LENGTH OF MEMBERSHIP

- >20 Years: 19
- 15–20 Years: 25
- 10–14 Years: 24
- 5–9 Years: 33
- <5 Years: 69

While membership is at the corporate level, it is the 7,100+ engaged individuals at our member firms who are the backbone of MMI and keep the organization vibrant and relevant.
MMI helps our members to **CONNECT** by engaging with counterparts at other firms and sharing knowledge and information.

## Conferences & Events

Deliver industry-leading conferences and events that foster industry knowledge and facilitate peer-to-peer connections.

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<thead>
<tr>
<th><strong>MAJOR CONFERENCES</strong></th>
<th>Summit</th>
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<tr>
<td><strong>THEMATIC EVENTS</strong></td>
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<td>Alternative Investments Forum</td>
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<td>MMI/Sorenson Impact Investing FA Forum</td>
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<td>Distribution Leadership Forum</td>
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<td>Emerging Asset Managers Forum</td>
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<td>Leadership Pathway Seminar</td>
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<td>Toronto Wealth Management Summit</td>
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<td>Legal &amp; Compliance Seminar</td>
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<td>MMI/Morningstar Sustainable</td>
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<tr>
<td>Investing FA Forum</td>
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</table>

## EXECUTIVE ROUNDTABLES

Executive briefings with highly-focused agendas

## WEBINARS

Topical panel discussions with industry leaders and experts
## Membership Communities

Create aligned communities to discuss common issues and share best practices

A diverse slate of communities that allows members to make professional connections, discuss common issues and challenges, hear from guest speakers, and share best practices

<table>
<thead>
<tr>
<th>Alternative Investments</th>
<th>ETFs &amp; Structured Products</th>
<th>Mutual Funds</th>
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<tr>
<td>Annuity &amp; Insurance Solutions</td>
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<td>Digitally-Enhanced Advice</td>
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<td>Distribution &amp; Sales</td>
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<td>Diversity &amp; Inclusion</td>
<td>Marketing</td>
<td>Women in Wealth Management</td>
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<tr>
<td>Emerging Asset Managers</td>
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ADVANCING THE FUTURE OF INVESTMENT ADVICE AND SOLUTIONS

WWW.MMINST.ORG
MMI helps our members to **KNOW** by expanding their industry knowledge and understanding of key trends.

**Provide best-of-breed educational curriculums to promote continuous learning and professionalism**

**CONTINUOUS LEARNING CENTER**

A comprehensive suite of online learning resources for industry professionals at every stage of their careers, with basic, intermediate and advanced level curriculums that address different educational needs.

- **Fundamentals of Investment Advisory Solutions**
  360-degree perspective of the rapidly-evolving advisory space

- **MMI/Morningstar Sustainable Investing Curriculum**
  Intermediate-level overview of sustainable investing concepts and best practices

- **Wholesaler Training Curriculum**
  Core and advanced courses designed for investment advisory distribution professionals

- **Wealth Management Essentials**
  Well-rounded introduction to financial services and investment management for those beginning—or considering—a career in the financial arena

- **Education Marketplace**
  Highly-regarded training curriculums from CAIA Association, CFA Institute, Investments & Wealth Institute, PRI Academy, and US SIF that fill specific knowledge gaps
<table>
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<tr>
<th>Analysis &amp; Insights</th>
<th>Develop, curate and present insightful analysis and thought leadership from trusted industry experts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MMI-CERULLI ADVISORY SOLUTIONS DATA</strong></td>
<td>A single, authoritative source of data on the advisory solutions marketplace to assist members with strategic planning and analysis. Members receive a quarterly quantitative summary and an online portal allows firms that contribute data to access the underlying dataset.</td>
</tr>
<tr>
<td><strong>THOUGHT LEADERSHIP</strong></td>
<td>A robust calendar of white papers, research reports, and other publications produced in collaboration with respected subject matter experts</td>
</tr>
<tr>
<td><strong>MMI JOURNAL OF INVESTMENT ADVISORY SOLUTIONS</strong></td>
<td>A scholarly journal, published twice a year, that presents articles and reports on topics critical to the future of investment advice and advisory solutions</td>
</tr>
<tr>
<td><strong>NEWS RECAP</strong></td>
<td>A quick-hitting weekly roundup, powered by FUSE Research Network, of the most relevant advisory-focused news items</td>
</tr>
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</table>
MMI helps our members to **GROW** by representing the advisory industry and by identifying and addressing common challenges.

### Next Generation Programs

**Support the development of the next generation of industry leadership and promote industry diversity & inclusion**

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**Gateway**

A program that offers highly motivated African-American and Hispanic students a proven pathway into financial services and helps firms enhance their diversity profile

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**Leadership Pathway**

A structured two-year leadership development program designed to recognize and nurture the next generation of advisory solutions leaders

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**PASSPORT**

A program that helps member firms connect in a meaningful way with potential future hires by participating in career awareness and industry education activities for university students
Industry Presence & Advocacy

Advance industry dialogue and represent the investment advisory industry to key audiences and stakeholders

Cultivate media relations and press coverage of advisory solutions
Maintain social media presence and engagement
Monitor regulatory developments and provide input and perspective
Engage and collaborate with key industry organizations

Highlight industry innovation and achievement

Industry Awards
The level of executives who are involved with MMI is a testament to the value they assign to membership. MMI provides a unique forum for the senior leaders of sponsor and manager firms to connect and work toward real synergy in delivering enhanced solutions to advisors and clients. The advisory business has many moving parts, and MMI is a tremendous resource to help members stay current and connect the dots on everything from legal and regulatory issues to the latest trends in technology, operations, product, and investment strategy.

—Head of Managed Solutions, Major Wirehouse

MMI’s proprietary industry data, analysis, and publications give us highly valued inputs on many fronts. Since MMI’s research agenda is driven largely by member input, the focus is on those topics of greatest interest and importance to members. The various reports and publications are an invaluable resource for business planning, strategy development, resource allocation, and associate education.”

—Head of Intermediary Sales, Leading Asset Management Firm

Other industry associations are larger and broader, but MMI is the only one focused on advisory solutions. MMI conferences attract all of the leading players in the investment advisory industry—including everyone we do business with and everyone we want to do business with. We also learn a tremendous amount about the issues that are top-of-mind with people in the business and we take those back and figure out how to address them.”

—President, Prominent Wealth Management Technology Provider

FOR MORE INFORMATION

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