



All-Council Fall Summit

Nov. 2-3 | New York | Hosted by  MACQUARIE

Wednesday, Nov. 2

2:30 pm Registration

3:00 pm Welcome & Opening Remarks

Kimber Lintz, Director | IMEA

John McDonough, Head of Wealth Management Intermediaries | Invesco & IMEA Executive Committee Chair

3:15 pm **Broadridge | IMEA Joint Survey Results**

Global growth expectations are slowing, leading asset managers to rethink strategic initiatives to best leverage their competitive advantages – and IMEA Partner Broadridge anticipates more changes to come. To better understand the industry's trajectory and strategic imperatives, IMEA and Broadridge conducted a joint survey of IMEA Members. Ben Phillips will share highlights and his interpretations of them.

Ben Phillips, Head of Asset Management Global Advisory Services | Broadridge Financial Solutions, Inc.

4:00 pm **The Changing Complexion & Culture of the Asset Management Industry**

Like many industries, the asset management industry is rapidly evolving as a result of COVID-19, the Great Resignation and increasing client expectations. These dynamic forces are causing many asset managers to reassess their company culture as well as how to attract and retain diverse talent. This session will examine these topics with thought leaders and industry leaders.

Moderator: **Jim Cove**, Senior Vice President, U.S. Marketing | Natixis Investment Managers & IMEA Executive Committee Vice President

Dave Dawkins, Managing Director, Business Development Group | Wells Fargo Advisors

Jamila Mayfield, Partner, Financial Services Consulting Practice | EY

Bobby Wilkinson, Managing Director, Diversity & Inclusion | Charles Schwab Companies

5:00 pm **Executive Council Update**

Executive Council Chairs

Data Council Chair – **Jim Keenan**, Vice President, Marketing | AMG Funds

Distribution Council Co-Chairs – **Rocco Benedetto**, Head of Field Sales | Invesco

Jim Adams, Managing Director | MFS Investment Management

Product Council Chair – **Dan Beckman**, Head of North America Product | Columbia Threadneedle Investments

5:30 pm Networking Reception

7:00 pm Adjourn



All-Council Fall Summit

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Thursday, Nov. 3

8:30 am Registration & Continental Breakfast

9:00 am Welcome & Opening Remarks

Kimber Lintz, Director | IMEA

John McDonough, Head of Wealth Management Intermediaries | Invesco & IMEA Executive Committee Chair

9:15 am **Closing the Customer Knowledge Gap: Data Strategies for Asset Managers**

Asset managers have access to more data today than ever before. By harnessing it, savvy firms can unlock powerful insights into their customers' profiles, preferences and priorities. These insights, in turn, can enable firms to design more efficient and effective distribution strategies built on a solid and accurate foundation of customer knowledge.

Discussion points will include:

- Gaps in customer knowledge
- Programs/initiatives to enhance customer knowledge

Lee Kowarski, Vice President, Head of Distribution Solutions | SS&C Technologies | IMEA Distribution & Data Council Sponsor

9:45 am Break

10:00 am **Executive Council Breakout Session One**

DATA COUNCIL

The Path to Digital Distribution – Defining Roles, Building Bridges & Making Data Actionable

A plethora of valuable data is at asset managers' fingertips, but how can data and distribution teams align to realize its full potential? This panel discussion will explore the role of distribution enablement, the concept of digital distribution, and aligning data and distribution teams to ultimately make data actionable.

Moderator: **Jim Keenan**, Vice President, Marketing | AMG Funds

Stephen Edwards, Vice President of Distribution Intelligence | AMG Funds

Matt Machut, Managing Director, Global Head of Sales Strategy and Enablement | Goldman Sachs Asset Management

Tracy Roediger, Head of Data Led Distribution for Retail | Macquarie

DISTRIBUTION COUNCIL

Do You Have an Alternative Plan

This discussion will explore the distribution landscape for alternatives including the opportunities, challenges, and outlook for the industry. FUSE will also share results on emerging products including alternative strategies, alternative asset classes, and new product structures.

Shane Clifford, Senior Managing Director, Alternative Strategies | Franklin Templeton

Maurice Rabbenou, Senior Vice President, Product & Research | CAIS

Neil Bathon, Partner | FUSE Research Network

MARKETING COUNCIL

Customer Journey Marketing

As marketers, we all want to do journey-based marketing – but how do you define it, what are its stages, and where do you get started? A panel discussion of marketing leaders will explore these and other questions in this interactive session.

Moderator: **Tara Giuliano**, Chief Marketing Officer | Nuveen

Mike Cogburn, Director of Retail Marketing | Putnam Investments

Diana Ruskowski, Director, Head of Retail Client Experience | Franklin Templeton

Elizabeth West, Vice President, Channel Marketing | MissionSquare Retirement

Product Council

SMAs – The Future of Personalized Investing?

Interest and adoption of SMAs continue to grow across the wealth management market as financial advisors seek to tailor solutions to meet clients' expanding needs and preferences. Personalization and customization are considered critical drivers behind the future growth of the SMA and emerging Direct Indexing marketplace, but how will the product and distribution landscape evolve and take shape, and what are the opportunities, challenges, and implications for asset managers?

Issues to be explored include:

- What are the drivers behind personalization/customization?
- How is the addressable market expanding?
- What platform capabilities are needed to support the market and drive scale?
- How will this impact distribution and client and advisor support?

Moderator: **Dennis Gallant**, Associate Director | ISS Market Intelligence

Matt Caulfield, Chief Revenue Officer | Archer

Nick Elward, Senior Vice President, Head of Institutional Products & ETFs | Natixis Investment Managers

Dustin Sidhu, CFA, Investment Strategist | Parametric

11:00 am Break

11:15 am **Executive Council Breakout Session Two**

DATA COUNCIL

Building a Mar-Tech Ecosystem

What critical technologies support marketing and distribution efforts, how do they work together, and how does data flow between them? This panel discussion will explore these and other questions to better understand asset managers' marketing automation tech stack journeys.

Partner: **Tom Bruno**, Director, Global Product Management | SalesPage

Moderator: **Nathan Oppedahl**, Director, Digital Experience | Thrivent Mutual Funds

Amanda Gallagher, Director, Head of Technology Strategy | New York Life

James Staines, Senior Manager, CRM & Digital | abrdn

DISTRIBUTION COUNCIL

Talent Wars from the Frontlines of Distribution

Ridgeway Partners will provide insights on latest trends facing distribution executives, including evolution of roles and skills in demand, compensation trends and progress against diversity, equity and inclusion.

Hari Krishnaswami, Managing Director | Ridgeway Partners

Michael Fitzgerald, Partner | Ridgeway Partners

Kevin McKeon, Partner | Ridgeway Partners

MARKETING COUNCIL

Evolving Media Strategies in a Rapidly Changing Landscape

How are media strategies evolving amid the proliferation of new and emerging product types, vehicles, and privacy regulations? This panel discussion will explore how asset managers approach this issue including the impact on value propositions, traditional, digital, and social media tactics, and more.

Moderator: **Keith Bernard**, Assistant Vice President | Nationwide

Heather King, Senior Consultant, Paid and Owned Media | Nationwide Financial

Sebastian Jakob, Head of Strategy | VettaFi

PRODUCT COUNCIL

ETFs – Where Do You Fit In?

Given market dynamics and financial intermediary preferences, it's increasingly clear the traditional mutual fund vehicle has likely seen its peak for net new launches and market growth for active managers. Industry data illuminates the increasing preference for ETFs, yet there hasn't been much uptake to date. This discussion will cover the dynamics driving the shift in wrapper preferences and offer insights into the ETF marketplace.

Moderator: **Neil Bathon**, Partner | FUSE Research Network

Michael Curtis, Executive Director, ETF Product Team | JP Morgan

John Feyerer, Head of ETF Innovation & Enablement | Invesco

12:15 pm	Box Lunch
12:45 pm	Executive Council Roundtables (<i>Investment Management Member Firms Only</i>)
1:45 pm	Break
2:00 pm	STAR Awards Recipients Announced
3:00 pm	Adjourn