

## Thursday February 21, 2019

**8:00am – 6:00pm**

**Registration Desk Hours**

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**8:00am – 8:45am**

**Networking Breakfast**

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Sponsored by Proofpoint, Inc.

**8:45am – 8:50am**

**Welcome Remarks**

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### Speaker



**John Maurello**

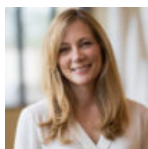
Managing Director, Private Client Services  
SIFMA

**8:50am – 9:15am**

**From Insight to Action: The Converging World of Data and the Advisor**

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### Speaker



**Donna Prlich**

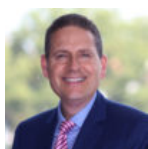
Chief Business Officer  
Hearsay Systems

**9:15am – 10:00am**

**How will new social media trends influence the future of our industry? A conversation with leaders from Silicon Valley**

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### Moderator



**Steven M. Samuels**

Managing Director, Head of FA Programs, Recognition and Strategy Integration  
Merrill Lynch Wealth Management

## Panelists



**Erick D. McAfee**  
Senior Client Partner  
Twitter Inc.



**Kris Wiig**  
Senior Account Executive, Enterprise Sales – Sales Solutions  
LinkedIn



**Lisa Willett**  
Industry Manager, Financial Services  
Facebook Inc.

**10:00am – 10:25am**

**Client Acquisition — Getting the Right Prospects to Find Your Advisors**

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## Speaker



**Kevin Darlington**  
Vice President, Product Development  
Broadridge Advisor Solutions

**10:25am – 10:45am**

**Networking Break**

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**10:45am – 11:45am**

**Compliance Questions and Challenges**

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## Moderator



**W. Hardy Callcott**  
Partner  
Sidley Austin LLP

## Panelists



**Grace Ang**  
Executive Director, IT Contracting & Shared Services Legal  
UBS AG

**Stephen Bard**  
Senior Vice President, WIM Director of Social Media & Communications Compliance



Wells Fargo Clearing Services, LLC



**Deep Kingra**

Customer Success Manager & Compliance Specialist  
Hearsay Systems



**Thomas M. Selman**

Executive Vice President, Regulatory Policy and Legal Compliance Officer  
FINRA

**11:45am – 1:00pm**

**Networking Lunch**

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Sponsored by Yext

**1:00pm – 1:20pm**

**People-Powered: Building a Personal Relationship in a Digital World**

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**Speaker**



**Lisa Kidd Hunt**

Executive Vice President, International Services  
Charles Schwab & Co., Inc.

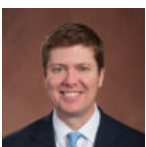
**1:20pm – 2:20pm**

**A View from the Field: How Top Advisors are Leveraging Social and Digital Tools to Target, Attract and Serve Customers**

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This panel of experienced financial advisors will discuss some of their most successful social media and digital marketing strategies for enhancing communication with clients and prospects.

**Moderator**



**Mike White**

Chief Marketing Officer  
Raymond James & Associates, Inc.

**Panelists**

**Joshua M. Bradburn**



Vice President - Financial Consultant  
Charles Schwab & Co., Inc.



**Lisa Detanna**  
Managing Director, Senior Vice President, Investments  
Raymond James & Associates, Inc.



**Darla Kashian**  
Senior Vice President - Financial Advisor, Portfolio Manager – Portfolio Focus  
RBC Wealth Management



**Lisa Kent**  
Senior Vice President-Investments and Wealth Management Advisor  
Merrill Lynch Wealth Management



**Meron Yemane**  
Associate Vice President, Family Wealth Advisor  
Morgan Stanley Wealth Management - Rockville Bridge Group

**2:20pm – 3:00pm**

**FinTech and Artificial Intelligence in Private Wealth Management: Present and Future**

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## **Moderator**



**Sara Castellanos**  
Reporter  
The Wall Street Journal's CIO (Chief Information Officer) Journal

## **Panelists**



**Shane Closser**  
Head of Industry/General Manager for Financial Services  
Yext



**Raj Rikhy**  
Data Science and Deep Learning Product Manager  
IBM Watson



**Kabir Sethi**  
Managing Director, Head of Digital Wealth Management  
Merrill Lynch Wealth Management

**3:00pm – 3:20pm**

## Networking Break

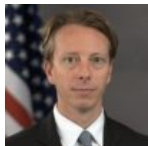
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3:20pm – 3:40pm

**Using Social and Digital Communication to Educate and Protect Investors**

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### Speaker



**M. Owen Donley III**

Chief Counsel, Office of Investor Education and Advocacy  
U.S. Securities and Exchange Commission

3:40pm – 4:20pm

**Cyber Risk Trends in Social Media**

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This panel will focus on cyber risk trends in Social Media, and how firms can identify and mitigate their risks and protect clients against cyber threats, fraud, and data loss with a focus on best practices and security technology.

### Moderator



**Greg Ruppert**

Senior Vice President – Financial Crimes Risk Management  
Charles Schwab & Co., Inc.

### Panelists



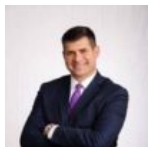
**Dan Nadir**

Vice President of Digital Risk and Compliance  
Proofpoint, Inc.



**Donna Peterson**

Supervisory Special Agent  
Federal Bureau of Investigation (FBI)



**Jeffrey Tricoli**

Senior Vice President, Business & Cyber Resiliency Program  
Charles Schwab & Co., Inc.

4:20pm – 5:00pm

**Content is Key: Creating and distributing a content-driven strategy across multiple platforms**

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### Moderator



**Kevin Kozuszek**  
Director of Marketing  
Wells Fargo Advisors Financial Network, LLC (FiNet)

## Panelists



**Jason Coots**  
Vice President Marketing for Individual Advisory Services (IAS)  
TIAA



**Whitney Patton**  
Director, Enterprise Sales, Financial Services  
Hootsuite



**Sharif Renno**  
Vice President, Social Media  
Baird



**Natalie A. Svider**  
Senior Vice President & Communications Director  
Wedbush Securities

**5:00pm – 5:05pm**

**Closing Remarks**

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## Speaker



**Melissa MacGregor**  
Managing Director and Associate General Counsel  
SIFMA

**5:05pm – 6:00pm**

**Networking Reception**

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