



# General Session Panel: What does the future hold for buy and sell-side operations professionals?

## A TASTE OF THE FUTURE

Driven by recent advances in financial technology, the transformation of middle- and back-office functions is well underway. Firms are faced with selecting products and services that will be most impactful to their organizations.

At SIFMA Ops 2018, this year's SIFMA Operations Conference & Exhibition, which will be held in May in Phoenix, Arizona, experienced panelists and speakers will be discussing robotics, artificial intelligence and more. Broadridge subject matter experts will join them to share their views on current trends and new initiatives focused on driving greater efficiencies while reducing risk. They will also explore how the financial sector and the role of buy-side and sell-side operations professionals may evolve over the next five years.

## WHY ATTEND?

SIFMA Ops has been consecutively running for decades, gathering operations, technology and regulatory leaders from across the financial and technology industries to communicate and instill their knowledge to hundreds of attendees and fellow participants.

Broadridge has always considered SIFMA Ops one of the most important events of the year. It provides a unique opportunity to network and collaborate with other established financial firms, industry leaders and professionals to explore new solutions and innovative thought leadership within the technology and operations space.

This year's general session will delve into analyzing and discussing the future of buy- and sell-side operations professionals, as well as new prospects and potential risks within capital markets. Not only will this be a great chance for clients to engage and hear points of view from panelists, including Michael Alexander, President of Wealth and Capital Markets Solutions at Broadridge, but also to engage in an interactive panel and gather key takeaways.

This session will be held during SIFMA Ops on May 10 between 9:15-10:15am.