



## Women's Leadership Event: Deborah Bussière

SIFMA will host their inaugural Women's Leadership Event at SIFMA Ops 2018, this year's SIFMA Operations Conference & Exhibition, which will be held in May in Phoenix, Arizona. Broadridge is a proud sponsor of SIFMA Ops and we are delighted to announce that our Global Chief Marketing Officer, Deborah Bussière, will be a panelist at the Women's Leadership Event.

Throughout the decades, SIFMA Ops has gathered technology, operations and regulatory leaders from the securities industry to collaborate and share information, as well as address challenges faced within business environments. The event has grown in size over the years, as the topics covered on the panel have become more important to address. Deborah will join her colleagues from a range of companies in the financial industry to discuss key issues around innovation.

The Leadership Event will be of great interest not only to women but to all attendees seeking to understand key industry topics and challenges that touch all clients at SIFMA Ops.

### FIND OUT ABOUT OUR PANELIST

Since 2017, Deborah Bussière has been Broadridge's Global Chief Marketing Officer. In this role, she is responsible for driving revenue, creating and managing relationships and representing Broadridge as a global fintech leader. Previously, she has helped drive innovation at many startups, including bitcoin and blockchain at Grayscale Investments, rural internet connectivity at Rugged Communications and multi-platform mobile applications at Cyrus Innovation. She has experience across diverse business environments and has worked her way up through sales and marketing roles, including CMO, before recently joining Broadridge.

Don't miss this opportunity to network and engage in lively discussion alongside our experienced panelist and other business leaders. You will learn about their shared experiences across a range of working environments, how they have overcome challenges, and their views on current financial trends and topics. The session will take place on May 9 between 3:00 – 4:30pm.

<https://youtu.be/C8aR7FLUeB4>