



**100 women in
hedge funds®**

Avoiding Turbulence in the Cloud: Considerations for Investment Managers

March 15, 2012 at 6 PM

San Francisco CA

Cloud computing may offer significant advantages in cost, efficiency and accessibility of data to many businesses. However, the easy flow of data that characterizes the cloud may raise challenging issues related to privacy and data protection for the financial sector. How do investment managers achieve optimal cost savings and flexibility, while they navigate the operational and legal risks of cloud computing?

Get a close-up view of operations inside the cloud as our panel will:

- Define cloud computing, the requirements for cloud computing in the securities industry and the benefits for the manager
- Discuss selection of cloud computing solutions: public, private and hybrid clouds, as well as how to incorporate infrastructure, platform and software as a service
- Address legal considerations that apply when personal information moves to the cloud

Participants

John Wise, InvestCloud Solutions

Jack McDonald, The Conifer Group

Mark Wittow, K&L Gates

Event Details

Date: March 15, 2012

Time: 5 PM Registration.

We will begin *promptly* at 6 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails prior to session.

Host: Conifer Group LLC

Location: The Port Authority Room

One Ferry Building, San Francisco, CA 94111

RSVP: [RSVP Now](#)

If you have any questions about this event, please contact the [California, North](#) committee.

This event is NOT FOR ATTRIBUTION.

Admission is free, but there is a \$25 charge if you register and do not attend, even if you cancel in advance. No-show proceeds will be donated to the 2012 beneficiary of 100WHF's US philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

Biographies

John Wise, CEO & CoFounder, InvestCloud Solutions

John Wise B.Sc (Double Hons), C.Eng is a serial entrepreneur and CEO responsible for creating 5 companies. He started his career in a research role for International Computers Limited, and quickly was selected by Citibank executives to launch what is now Temenos. John teamed up with his brother to create his first independent software company 'Synergo Technology', which in five years became the UK leading Agency Brokerage solution with c.40% of the market volume, and in addition was the UK market leader for Institutional Net Settlement with c.90% of the market's customers. Synergo was sold and then John created, as a Joint venture, TCA Syntec (the first EAI company in Europe), before starting Netik EAI as an international financial messaging and integration company. Netik EAI was the second largest mover of SWIFT messaging in the world. Netik was restarted in 2002 and sold all business lines, to focus on data warehouse portal solutions which were adopted by large banks (Custodians, Prime Brokers, Administrators) including Citibank, UBS, PNC, SEI, Fortis, BNP, Scotia and Bank Leumi. In 2005, John and his business partner, Colin Close, sold Netik to the Bank of New York.

John is CEO of InvestCloud and acts as an advisory and non-executive director for several companies. John received a double honors degree in Cybernetics and Computer Science, and is a Chartered Engineer.

John Wise is currently nominated for "Person of the Year" by FTF News, 2012 Technology Innovation Awards. InvestCloud Solutions is nominated for "Most Cutting Edge Cloud Solution" for 2012.

Jack McDonald, President and Chief Executive Officer of The Conifer Group, LLC

Jack McDonald is the President and Chief Executive Officer of The Conifer Group, LLC. Previously, Mr. McDonald served as Executive Vice President at The Conifer Group, LLC where he was responsible for business development. Prior to joining Conifer, Jack spent five years with UBS Investment Bank, where he was a Managing Director responsible for UBS's Institutional Equity business in the Western Region. Jack started his career in finance with Schroders in New York where he spent seven years working as a Vice President of Institutional Equity Sales.

Mr. McDonald received his Bachelor of Arts from Georgetown University's School of Foreign Service (1988) and his Juris Doctor from Georgetown Law Center (1993). In 2007 Jack received the Gregory J. Carroll Award for outstanding service to Georgetown Athletics. In 2009 Jack was given the William Gaston Award to honor his contributions to Georgetown University.

Mr. McDonald's outside affiliations include serving as a member of Georgetown University's Board of Governors and several other Bay Area Boards, including San Francisco Camera Works, Treasure Island Sailing Center, Hedge Funds Care and a Trustee for the Fine Arts Museums of San Francisco. He recently had the honor of being chosen as one of the "20 Rising Stars of Hedge Funds" in 2008 by Institutional Investor.

Mark Wittow, Partner, K&L Gates

Mark H. Wittow is a partner at K&L Gates' Technology Transactions, Data Protection and Intellectual Property groups, located in Seattle. He focuses on the acquisition, development, licensing, marketing and distribution of computer-related technologies, media content and other intellectual property, intellectual property and commercial aspects of M&A transactions, complex patent and content licensing, and cloud computing, electronic commerce, publishing, music and film issues.

Mark advises clients in the financial services, health care, semiconductor, aerospace, industrial design, media and software industries. Mark is an adjunct professor at Seattle University Law School, where he's currently teaching the Advanced Copyright Law course, a Washington Super Lawyer (intellectual property and information technology), and a cum laude graduate of Harvard Law School and Hampshire College. Mark is the past national chair of the Information Technology Division of the American Bar Association Intellectual Property Section and has published numerous articles on technology and intellectual property law issues, including "Cloud Computing: Recent Cases and Anticipating New Types of Claims" in *The Computer & Internet Lawyer* (Jan. 2011).



About Conifer Group LLC

The Conifer Group, LLC is a leading provider of middle- and back-office services to the asset management industry, including global fund administration, middle office, prime brokerage and trade execution. Conifer's iCon™ platform is the first and only cloud-based solution delivering an entire suite of asset services, including a customizable data repository and in-depth attribution reporting portal. Conifer's fully outsourced middle- and back-office platform appeals to both start-up and established asset managers. Headquartered in San Francisco and with offices in New York and the British Virgin Islands, Conifer has been in business since 1989. For more information, please visit <http://www.conifer.com>.

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 300 events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$25 million for philanthropic causes in the areas of women's and family health, education and mentoring.