



Finance Disrupts: FinTech Companies Changing the Industry

March 18, 2015 at 5 PM
San Francisco, CA

100WHF invites you during the month of March to bring your daughter, niece, or any young woman you mentor as part of *Celebrating Education - Investing in the Next Generation* initiative.

The financial industry is built on change, transformation, innovation and San Francisco sits at the epicenter of it all. Our highly regulated world is being disrupted by technology that could forever change how we do business. Learn about the biggest hurdles that still lie ahead and what this technology can mean for you from our panel of entrepreneurs who have all identified and capitalized on opportunities in finance.

- How is peer-to-peer lending disrupting the traditional lending model? What are the larger implications for the credit system?
- What is driving the demand for adviser automation? How are companies able to offer sophisticated investment advice without the traditional adviser fees?
- How are the latest developments in data analytics and risk reporting informing portfolio decisions? What has been the investor response to more frequent transparency reporting?
- What changed in the regulatory environment to provide opportunities for disruption in finance? How should companies be positioned to not get blindsided by additional regulation?

If you are bringing your daughter, niece, or any young woman you mentor, please RSVP with your guest's name.

Participants

Will Bailey, InvestCloud
Susan Gault-Brown, K&L Gates
Christina Kramlich, SoFi
Ali Rosenthal, Wealthfront
Lara Druyan, *Moderator*, G&B Partners

Event Details

Date: March 18, 2015

Time: 4 PM Registration.

We will begin *promptly* at 5 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: K&L Gates

Location: Four Embarcadero, Suite 1200, **San Francisco**, CA 94111

RSVP: [RSVP Now](#)

You may include a non-member guest with your RSVP.

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

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

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 100WHF Foundation - Celebrating Education/Investing in the Next Generation initiative, the 2015 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

Will Bailey, Chief Product Officer and VP of Platform, InvestCloud

Will Bailey is the Chief Product Officer and EVP of the Platform Division for InvestCloud, Inc. where he oversees the vision and implementation of InvestCloud's market leading Product and it's underlying technologies that service over 600 clients with the tools they need to run more efficiently. Previously, Mr. Bailey began his career at Northrop Grumman, where he focused on Forward Looking Infrared and radar jamming technologies. He then transitioned into capital markets with RandomWalk Computing. In this role, he delivered custom development projects including buy side trading systems and exchange technology for compliance with RegNMS. After Accenture acquired RandomWalk in 2006, he transitioned to Accenture's Technology Labs and served as the domain expert in high throughput, low latency architectures for capital markets. He received his BS in Computer Engineering with a concentration in Computer Vision from Northwestern University in Evanston, Illinois.

Susan Gault-Brown, Partner, K&L Gates

Susan Gault-Brown is a partner in K&L Gates' Washington, D.C. office and a member of the Investment Management practice. She advises participants in the financial services industry, including investment advisers, registered investment companies, commodity trading advisors, commodity pool operators, and sponsors of peer-to-peer lending platforms and crowdfunding platforms on regulatory, transactional and counseling matters involving the securities and commodities laws. She regularly counsels sponsors and advisers to private funds, including hedge funds, private equity funds, and venture capital funds, with respect to regulatory obligations, including relevant exclusions or exemptions, under the Investment Advisers Act and Commodity Exchange Act and other relevant securities laws. Prior to joining K&L Gates, she was a senior counsel in the Division of Investment Management's Office of Chief Counsel at the Securities and Exchange Commission.

Christina Kramlich, Co-Head of Marketplace Investments, SoFi

Christina Kramlich, Co-Head of Marketplace Investments at SoFi, is responsible for raising capital from individuals and credit unions to fund SoFi loans, and managing Investor Relations. Prior to joining SoFi in 2011, she held various senior business development, sales, and finance roles in an array of early-stage tech startups. Ms. Kramlich is a graduate of Columbia University and holds an MBA from the Kellogg School of Management.

Ali Rosenthal, VP Strategic Partnerships, Wealthfront

Ali Rosenthal has a proven track record and passion for building world-class companies and services through partnership and business development. Ms. Rosenthal joined Wealthfront from MessageMe, where she served as COO. Previously, she was an Executive-in-Residence with Greylock Partners after serving almost six years at Facebook. Ms. Rosenthal joined Facebook in early 2006 when it had less than 5 million users and 100 employees and drove business development efforts including Facebook's relationships with over 350 mobile operators and OEMs. During her tenure, Facebook Mobile's user base grew from under 100,000 to over 250 million users. She also previously worked at Goldman Sachs and General Atlantic Partners. She serves on the boards of AutoNation and KQED. Ms. Rosenthal holds an MBA from Stanford and a BA from Brown University.

Lara Druyan, Founding Partner, G&B Partners

Lara Druyan is a Venture Adviser for SRI Ventures and the Founding Partner of G&B Partners, an investment and advisory firm. She was previously a General Partner at an early-stage venture firm, for over a decade. Some of her investments include: Quixey, GoIndex, Xactly, Coraid, Powerset (MSFT), Apprion, Rosum (TruePosition) and Packet Design. Previously, Lara Druyan had responsibility for Silicon Graphics' desktop software business.

Prior to Silicon Graphics, Ms. Druyan worked at Merrill Lynch as an investment banker where she advised global media and telecommunications companies on corporate finance and merger and acquisition strategies. In 1991, she was a key member of the team that identified and engineered the use of auction technology for stock trading which culminated in the establishment of AZX, Inc.

Ms. Druyan sits on several private company boards and advisory boards. She also serves as Vice Chair of the Board of Trustees and Chair of the Investment Committee for the City of San Jose's Federated Employee Retirement System (a \$2B pension plan). Ms. Druyan also serves on the Boards of Aim High and the Harvard Business School Association of Northern California and on Astia's Investor Council. In 2014, she was named as a W50 Honoree by The Harvard Business School Club of Northern California, and in 2009, she was named by the Silicon Valley Business Journal as one of the "2009 Women of Influence in Silicon Valley". She holds a bachelor's degree with Honors in Economics from the University of Chicago and a Masters of Business Administration from the Harvard Business School.

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100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 13,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted close to 500 industry education events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$36 million for philanthropic causes in the areas of women's health, education and mentoring.