



Celebrating the milestone of 100WHF's 500th Education event

Can behavioral finance help to improve investment performance?

October 22, 2015 at 6 PM
Zurich

As investors we tend to exhibit marked behavior patterns across different phases of the market cycle. Our emotions and psychology condition our decision making, causing us to behave in seemingly unpredictable and often "irrational" ways. Are we driven by "fear and greed", biases and herd behaviour?

Join our behavior finance specialists, analysts and researchers as they elaborate on the theory. Share insights on how this knowledge base and their findings can be, and have been applied to asset allocation and portfolio management. They will also talk us through investment and performance related outcomes, and how to garner an edge in making financial decisions.

Participants

Kremena Bachmann, University of Zurich

Ben Kelly, BlackRock

Joachim Klement, Wellershof Partners

Event Details

Date: October 22, 2015

Time: 5:30 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.

Host: BlackRock

Location: BlackRock Asset Management Schweiz AG
Bahnhofstrasse 39, 2nd floor, **Zurich**, 8001, Switzerland

RSVP: [RSVP Now](#)

If you have any questions about this event, please contact the [Zurich Education](#) 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 to this event is free, but there is a 30 CHF charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to the 2015 beneficiary of 100WHF's Swiss 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

Kremena Bachmann, Senior Research Associate, University of Zurich

Dr. Kremena Bachmann is a senior research associate at the Department of Banking and Finance of the University of Zurich. She specializes in research on behavioral finance and financial decision-making. Her research focus is on the impact of cognitive and emotional factors on financial decision-making and on the development of measures improving the decision quality. To apply her research and get new insights, she assists financial institutions in optimizing their advisory services.

Dr. Bachmann earned a master's degree in economics from the University of St. Gallen and a PhD in Finance with a focus on behavioral finance from the Swiss Finance Institute.

Ben Kelly, Investment Strategist, BlackRock

Benjamin Kelly, PhD, Vice President, is an Investment Strategist within the BlackRock Investment Institute, a global platform that leverages BlackRock's global expertise to generate insights that augment the firm's ability to create a better financial future for our clients. Within this group, Dr. Kelly provides expertise across BlackRock's portfolio managers and the firm's clients in the field of behavioural finance. Specifically, how cognitive biases can impact investment decision making and solutions to ameliorate them from the investment decision process.

Prior to joining the Investment Institute, Dr. Kelly was a member of Nordic Business Development team within BlackRock's Institutional Client Business. He was responsible for developing and maintaining client relationships with Nordic institutional investors. Dr. Kelly began his career in 2007 as an analyst on BlackRock's graduate program in Edinburgh where he focused on global bond, Pacific Basin and European equity clients.

Dr. Kelly earned a BSc degree, with honours, in chemistry from the University of St Andrews in 2001, an MLitt in economics, management and international relations from the University of St Andrews in 2002 and a PhD in economics with a focus on behavioural finance and experimental economics from the University of St Andrews in 2007.

Joachim Klement, CIO, Wellershof Partners

Joachim Klement is a partner at Wellershoff & Partners. He specializes in investment management, asset allocation advice and the impact of personal values and investor psychology on investment decisions. He particularly emphasizes the impact of emotions on investor behavior and financial markets and helps wealth managers, asset managers and family offices improve their investment processes and client services.

Before joining Wellershoff & Partners, Joachim Klement spent six years at UBS Wealth Management in Zurich, first as an investment consultant for institutional clients and then as Head Asset Allocation Strategy and Head Equity Strategy.

Joachim Klement graduated from the Swiss Federal Institute of Technology (ETH Zürich) with a degree in Mathematics and from the University of Hagen, Germany with a degree in Finance. Additionally, he is a CFA charter holder and a CFP® certificant.

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BlackRock's access to every asset class and markets everywhere, and the experience of 12,000 employees in 30 countries (including just under 2000 investment professionals) provides us with unparalleled market intelligence, which we use to drive results for our clients. We have the most comprehensive set of investment solutions of any investment manager, including better-constructed index strategies, outcome-oriented active funds and a robust platform of alternatives. Our world-renowned Aladdin risk analytics and management platform is used by institutions globally and currently helps to manage \$9.9 trillion of assets.



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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.