



**100 women in
hedge funds®**

**Education Session No. 616:
Deciphering Blockchain - a Fireside Chat with Blythe Masters**

May 19, 2016 at 5:30 PM
New York

The implication of blockchain technology is so profound that the financial services industry is dedicating a significant amount of time and resources to explore how this cutting edge technology can be leveraged to revolutionize business practices as we know them.

Join us for a fireside chat with Blythe Masters, CEO of distributed ledger technology company Digital Asset Holdings, as she discusses how this new technology can be used to make financial markets more transparent, efficient and secure.

Participants

Blythe Masters, Digital Asset Holdings
Beth Shah, *Moderator*, Digital Asset Holdings

Event Details

Date: May 19, 2016

Time: 5 PM Registration.

We will begin *promptly* at 5:30 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 will follow.

Host: UBS

Location: 1285 Avenue of the Americas, Floor 14, Room 10, **New York**, NY 10019

RSVP: [RSVP Now](#)

Please check in with the UBS Welcome Center upon arrival.

If you have any questions about this event, please contact the [New York Education](#) committee.

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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 the beneficiary of 100WHF's most recent 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

Blythe Masters, CEO, Digital Asset Holdings

Blythe Masters is CEO of Digital Asset Holdings, a company that builds distributed, encrypted straight through processing tools to improve efficiency, security, compliance and settlement speed.

Blythe was previously a senior executive at J.P. Morgan, which she left in 2014 after a career spanning 27 years, following the successful sale of the bank's physical commodities business which she built. Named J.P. Morgan's head of Global Commodities in 2007, Blythe was responsible for building an integrated physical and financial commodity business, including market-making, structuring, risk management, financing and warehousing capabilities across the full spectrum of commodity asset classes. From 2012, in addition to Global Commodities, she was responsible for the Corporate & Investment Bank's Regulatory Affairs overseeing strategies to address the range of complex regulatory changes. She was a member of the J.P. Morgan Corporate & Investment Bank Operating Committee and previously the firm's Executive Committee. From 2004 to 2007, she was Chief Financial Officer of the Investment Bank. Prior to that role, she was J.P. Morgan's head of Global Credit Portfolio and Credit Policy and Strategy. Earlier positions at J.P. Morgan include head of North American Structured Credit Products, co-head of Asset Backed Securitization and head of Global Credit Derivatives Marketing.

From 2012 to 2014, Blythe was chair of the Global Financial Markets Association (GFMA). From 2008-2010 she was chair of the Securities Industry and Financial Markets Association (SIFMA). Blythe is the chair of the board of Santander Consumer USA Holdings Inc. She is also a member of the board of directors of the Breast Cancer Research Foundation and the Global Fund for Women.

Beth Shah, Head of Business Development, Digital Asset Holdings

Beth Shah is head of Business Development at Digital Asset Holdings. Prior to Digital Asset, Beth was an editor for a derivatives publication and extensively reported on the financial markets across equity, FX, credit and rates for Derivatives Week, GlobalCapital Derivatives and Institutional Investor. She has a broad knowledge of financial regulation and is a member of the New York Financial Writers' Association in addition to the non-profit organization Women In Derivatives.



About UBS

UBS is a proud member of 100 Women in Hedge Funds' Leadership Council. [100WHF Leadership Council](#) is a select group of international banks, alternative investment firms, asset management firms and others in the industry who support the long run mission of 100 Women in Hedge Funds.

All Bar None is our employee network with the mission to engage, educate, and empower employees to promote the professional development of women at UBS and to champion the firm's vision, values, and strategies.

UBS draws on its 150-year heritage to serve private, institutional and corporate clients worldwide, as well as retail clients in Switzerland. Its business strategy is centered on its pre-eminent global wealth management businesses and its leading universal bank in Switzerland, complemented by its Global Asset Management business and its Investment Bank, with a focus on capital efficiency and businesses that offer a superior structural growth and profitability outlook. Headquartered in Zurich and Basel, Switzerland, UBS is present in all major financial centers worldwide and employs about 60,000 people around the world. It has offices in more than 50 countries, with about 35% of its employees working in the Americas, 36% in Switzerland, 17% in the rest of Europe, the Middle East and Africa and 12% in Asia Pacific.

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

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 13,000 alternative investment management investors and professionals in 20 locations through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted over 500 industry education events globally, connected more than 350 senior women through Peer Advisory Groups and raised over \$38 million for philanthropic causes in the areas of women's and family health, education and mentoring.