



**100 women in
hedge funds®**

**Education Session No. 648:
Recent Developments in the Hedge Fund Industry**

July 19, 2016 at 6 PM
New York

The Hedge Fund industry had a tough 2015, and 2016 got off to a rocky start. Performance has continued to disappoint a large majority of hedge fund investors, especially against a backdrop of high fees.

Amidst the drum beat of negative sound bites from some hedge fund investors in the mainstream media, and the very public mea culpa issued by several managers, it seems timely to examine some key questions in order to assess the future health of the hedge fund industry. How bad has performance really been? How fast has the industry grown relative to other alternatives? Is it too big now? What opportunities are investors actively looking at to improve their net returns from hedge funds? Do investors have the right expectations for hedge fund returns? Has the industry truly reached a tipping point and should we expect a precipitous decline in assets, as predicted by some industry insiders?

Join us for an evening of robust discussion on these topics and more. Bring your questions as the panelists weigh in on the changes underway in the industry and the potential implications for hedge fund managers and investors in the months ahead.

Participants

Amy Elefante Bedi, Washington University Investment Management Company
Sona Menon, Cambridge Associates
Helenmarie Rogers, KKR

Event Details

Date: July 19, 2016

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.

Host: Barclays

Location: 745 Seventh Avenue, **New York**, NY 10019

RSVP: [RSVP Now](#)

You are welcome to bring your daughter or niece as a guest to the event. If you already RSVP'd for the event please email staff@100womeninhedgefunds.org to add your guest's name.

If you have any questions about this event, please contact the [New York 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 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

Amy Elefante Bedi, Director of Hedged Strategies, Washington University Investment Management Company
Amy Elefante Bedi is Director of Hedged Strategies for Washington University Investment Management Company. In this role, she focuses on developing and recommending hedge fund investment strategies and portfolio construction for Washington University's \$7 billion endowment and related assets. Her responsibilities include sourcing, performing due diligence, and negotiating potential investments. She also monitors and evaluates WUIMC's existing hedge fund investments. She joined WUIMC in 2008.

Prior to joining WUIMC, Amy was a Vice President at BBR Partners, a multi-family office, from 2004 to 2008, where she researched hedge funds, private equity, and traditional investments and built portfolios of managers. Before that, she was a Vice President at Morgan Stanley Private Wealth Management and Graystone Partners for eight years, where she was responsible for traditional and alternative manager selection as well as managing client relationships. She began her career as a financial analyst focused on international equities at Morningstar.

Amy has an A.B. with honors from The University of Chicago, where she was elected to Phi Beta Kappa. She holds the Chartered Financial Analyst designation and is a member of the CFA Institute and the CFA Society of St. Louis. Amy is also a CAIA charterholder.

Sona Menon, Managing Director, Cambridge Associates

Sona is responsible for leading the US and Canadian segment of the Pension Practice. She works with a variety of institutional investors, including corporate and non-profit plan sponsors. She serves as an outsourced Chief Investment Officer on a discretionary and nondiscretionary basis for a variety of institutions. She advises on approximately \$16 billion of portfolio assets. She also has expertise advising health care institutions and multiple asset pools. Sona spent over two years working in the firm's London office, where she served institutional investors located in the United Kingdom, continental Europe, and the Middle East. Sona has recently co-authored a paper, Avoid the Agg Drag. Sona has more than 19 years of experience in the investment industry. Prior to joining Cambridge Associates in 2001, Sona was an Associate at JP Morgan in the sovereign risk research department. In this role, she analyzed country credit risk in Latin America and emerging markets in Europe; advised senior management on the bank's allocation of sovereign exposure across markets; and provided services to the governments of Peru and Colombia. Prior to this, Sona worked on the emerging markets sales and foreign exchange trading desks at JP Morgan.

Sona received her BA in Government from Cornell University and her MBA from Harvard Business School.

Helenmarie Rogers, Managing Director, KKR

Helenmarie Rodgers (New York) joined KKR Prisma, which previously conducted business as Prisma Capital Partners LP, in 2004. Ms. Rodgers is part of the Client and Partner Group, focusing on customized hedge fund solutions. Prior to joining KKR Prisma, she was a managing director of institutional client management at J.P. Morgan Alternative Asset Management. Previously, Ms. Rodgers was managing director and head of worldwide marketing and product development for Chase Alternative Asset Management, the predecessor firm to J.P. Morgan Alternative Asset Management. Formerly, she was a portfolio specialist for several funds of hedge funds and feeder funds at Union Bancaire Privee, Geneva, Switzerland. Ms. Rodgers' prior career positions include: senior vice president for the World Gold Council in Geneva, Switzerland; vice president at Salomon Brothers, NY in the pension consulting, real estate corporate finance and fixed income capital markets groups; and corporate lending officer at Continental Bank in Chicago. Ms. Rodgers holds a B.A. degree from Tulane University and an M.B.A. from The Wharton School, University of Pennsylvania.



About Barclays

Barclays is a transatlantic consumer, corporate and investment bank offering products and services across personal, corporate and investment banking, credit cards and wealth management, with a strong presence in our two home markets of the UK and the US.

With over 325 years of history and expertise in banking, Barclays operates in over 40 countries and employs approximately 130,000 people. Barclays moves, lends, invests and protects money for customers and clients worldwide.

For further information about Barclays, please visit our website home.barclays.

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.