



**100 women in
hedge funds®**

**Education Session No. 674:
Big Data Meets Smart Beta**

November 23, 2016 at 6:30 PM
Zurich

Recent technological advances such as Big data and Machine Learning are revolutionizing the financial industry at multiple levels.

Accessing, analyzing and understanding the growing universe of data available to managers is paramount in delivering alpha, specifically as the line between passive and active management is becoming blurred by the availability of Smart Beta strategies.

Together with the panelists, we will get a deeper understanding of the applications of Big Data to new investment models.

Participants

Martina Jobst, BlackRock
Fredi Lienhardt, Swiss Re Management Ltd
Franziska Reist, IBM Global Business Services
Manuela Sperandeo, BlackRock

Event Details

Date: November 23, 2016

Time: 6 PM Registration.

We will begin *promptly* at 6:30 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 canapés will follow.

Host: iShares Switzerland | BlackRock

Location: BlackRock Offices

Bahnhofstrasse 39, **Zurich**, 8001, Switzerland - [Directions](#)

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 beneficiary of 100WHF's most recent 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

Martina Jobst, Scientific Active Equity Research Team, BlackRock

Martina Jobst, Vice President, is a member of the European Strategy team in the Scientific Active Equity business of BlackRock's Active Equity Group. Ms. Jobst's service with the firm dates back to 2009, including her months with Barclays Global Investors (BGI), which merged with BlackRock in 2009. At BGI, she was a product strategist in the Institutional Active Equity Group. Prior to joining BGI, Ms Jobst worked as a Fund Analyst at Fidelity International for three years. From 2003 until 2006, she worked as a Junior Analyst at PallMall Investment Management Ltd.

Ms Jobst earned a MA in business administration from Klagenfurt University (Austria) in 2003.

Fredi Lienhardt, VP, Big Data & Smart Analytics, Swiss Re Management Ltd

Fredi Lienhardt studied Computer Science and Economics at the University of Applied Science in Berne. After his studies, he joined a management consulting company responsible for business and product development of e-business and e-procurement solutions. In 2003 he started to work for a Silicon Valley based IT start-up where he was responsible for all EMEA client engagements.

When joining Swiss Re in 2004, Fredi was responsible for the development of a global single risk P&C pricing tool. After 5 years, Fredi became part of the newly formed Enterprise Architecture team, where he was instrumental in driving several global strategic business topics. Since 2013 Fredi actively drives and supports the Swiss Re's strategic topic of Digital & Smart Analytics.

Franziska Reist, Cognitive and Analytics - Banking & Financial Markets, IBM Global Business Services

Franziska Reist is Senior Managing Consultant at IBM Global Business Services, IBM's consulting department.

IBM is the largest technology and consulting employer in the world, serving clients in 170 countries. The company has made significant investments in the area of big data, analytics and cognitive computing. The most known is IBM Watson that represents a new era of information technology. IBM Watson is charged with accelerating a new class of "cognitive" solutions, services and apps that will fuel a diverse cloud-based ecosystem of enterprises, academic institutions and entrepreneurs. Financial services is a key focus area for the cognitive era within IBM and financial institutions around the globe are working with IBM to transform their data into insights leveraging smart analytics, data science and machine learning.

Franziska has over 11 years of experience in the financial services industry with a main focus in banking. Throughout her career in consulting, she has been helping clients to extract value from their technology investments in the big data environment, creating target operating models for a digitized world - especially in the front office space, delivering complex projects and programs in the core banking area and supporting clients to improve their processes in back-office and operations.

Franziska held several management positions within IBM Global Business Services in Switzerland, such as leading the Core Banking Consulting Service Line with over 70 practitioners as a second line manager or as a Business Solution Professional covering the services business main accounts in the Swiss banking market, focusing on IBM's strategic assets in the cognitive computing and big data space.

Franziska graduated from the University of Geneva with a Master of Science degree in Economics and is mother of two boys.

Manuela Sperandeo, iShares EMEA Smart Beta Specialist, BlackRock

Manuela Sperandeo, Director, is responsible for the iShares Smart Beta and Liquid Alternatives ETFs strategists team in EMEA. Prior to that, she was a member of the iShares Product Innovation team where she was responsible for Fixed Income product research. Manuela joined BlackRock in April 2014 from Barclays, where she spent 6 years working across several roles in the Investment Bank and the Wealth and Investment Management divisions. Most recently she was a Director at Barclays Capital Fund Solutions, an asset management business specializing in absolute return and alternative indexation strategies. Prior to that, she was a member of the Product Development team focusing on investment products for Barclays private and retail clients. Prior to Barclays she worked as an investment analyst at Alpstar, a credit hedge fund and as a Structured Derivatives Sales at Credit Suisse.

Manuela earned an Economics Degree, with distinction, from Bocconi University in Milan and an MBA from Harvard Business School.



About iShares Switzerland | BlackRock

BlackRock 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.

BlackRock is a leader in investment management, risk management and advisory services for institutional and retail clients worldwide. At December 31, 2015, BlackRock's AUM was \$4.645 trillion. BlackRock helps clients meet their goals and overcome challenges with a range of products that include separate accounts, mutual funds, iShares® (exchange-traded funds), and other pooled investment vehicles. BlackRock also offers risk management, advisory and enterprise investment system services to a broad base of institutional investors through BlackRock Solutions®. Headquartered in New York City, as of December 31, 2015, the firm had approximately 13,000 employees in more than 30 countries and a major presence in key global markets, including North and South America, Europe, Asia, Australia and the Middle East and Africa. For additional information, please visit the Company's website at www.blackrock.com

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

100 Women in Hedge Funds is a global, practitioner-driven non-profit organisation serving over 15,000 alternative investment management investors and finance professionals in 20 locations through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 600 industry education events globally, connected more than 400 senior women through Peer Advisory Groups and raised over \$38 million gross for philanthropic causes in the areas of women's and family health, education and mentoring.