RAYMOND JAMES

# Advanced Topics in Personal Financial Planning Certificate Program

## TOPIC: Fintech

Jan. 18, 2019 | 1 to 3 p.m. | BSN 225

## TOPIC: Advanced Portfolio Management

Feb. 15, 2019 | 1 to 3 p.m. | BSN 225

## TOPIC: Effective Influencing

March 15, 2019 | 1 to 3 p.m. | BSN 221

## TOPIC: Behavioral Finance

April 19, 2019 | 1 to 3 p.m. | BSN 225

USF MUMA
COLLEGE OF BUSINESS
UNIVERSITY OF SOUTH FLORIDA

# The Raymond James Advanced Topics in Personal Financial Planning certificate is brought to you by:

RAYMOND JAMES®

and the

USF MUMA
COLLEGE OF BUSINESS
UNIVERSITY OF SOUTH FLORIDA

# About the Advanced Topics in Personal Financial Planning Boot Camp Program

Raymond James is proud to support the Personal Financial Planning Program at USF's Muma College of Business. In spring 2019, we're pleased to launch the **new Advanced Topics in Personal Financial Planning Boot Camp Program on the USF Tampa campus**. We'd love to see you there! The boot camp program will continue through future semesters and we're excited to kick off the program in January 2019. **Students who attend all four topics in current or future semesters, will receive a certificate indicating they have participated in the Personal Financial Planning Advanced Topics Program.**

For Spring 2019, each session will be offered on the third Friday of the month from 1 to 3 p.m.

## SESSION DATES AND LOCATIONS:

- **Session 1:** January 18 in BSN 225: Fintech
  **Speaker:** Andres De La Ossa (Ernst & Young LLP)

- **Session 2:** February 15 in BSN 225: Advanced Portolio Management
  **Speaker:** Daren Pippio (Raymond James)

- **Session 3:** March 15 in BSN 221: Effective Influencing
  **Speaker:** David Patchen (Raymond James)

- **Session 4:** April 19 in BSN 225: Behavioral Finance
  **Speaker:** Frank McAleer (Raymond James)

Raymond James is committed to nurturing the next generation of financial planning professionals through our support of the USF Personal Financial Planning Program. Our industry-leading financial advisors are so excited to share their knowledge and expertise with USF personal financial planning students.

Students will learn first-hand about the benefits of pursuing a career in the financial services industry. The sessions are designed for students to engage with senior leaders at Raymond James as they discuss their career trajectories. Students will also get a realistic job preview to further strengthen their understanding and knowledge of the financial services industry. The sessions will be interactive and students should ask questions and learn from the wealth of experience these senior leaders have accumulated.

Students who successfully attend all four sessions in full (regardless of semester) will receive a certificate of completion from USF and Raymond James.

### Raymond James is ready. Are you?

Registration will begin Monday, January 14, 2019, at 9 a.m.

Email Janvi Vora at **janvi@mail.usf.edu** to request registration.

## The Personal Financial Planning Program

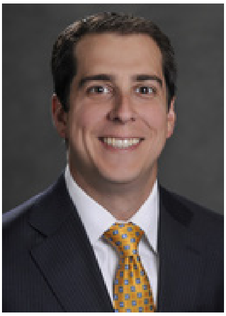
# Founding Partners

The personal financial planning program at the USF Muma College of Business would like to thank the partners who have supported us since the beginning with financial support of $25,000 or more. They wanted to have a long-lasting impact on the financial services industry. They have contributed to in-depth training for students pursuing rewarding careers in financial planning and advisory services. They are helping to make the USF Muma College of Business a national leader in financial literacy education.

Thank you Raymond James, Simon & Associates,
Essel Foundation, Northwestern Mutual and USAA.

# ESSEL FOUNDATION INC

## Stephen & Samuel Lieber



## Northwestern Mutual

Tampa | Clearwater | St. Petersburg | Sarasota | N. Tampa

After graduating in 2002 from the University of Central Florida with a Bachelor of Science in Finance, O'Connell began his career with Northwestern Mutual. O'Connell is still recognized as the youngest managing director in Northwestern Mutual's history, having been appointed at the age of 23 in Orlando, Florida.

In 2010, O'Connell and his family moved to Milwaukee, Wisconsin, where O'Connell worked in the corporate office. In June of 2014, he was appointed managing partner of the Greater Tampa Bay area's firm, which has been here for almost 60 years.

USAA

## **FINTECH WORKSHOP** Jan. 18 | 1 to 3 p.m. | BSN 225

Andres De La Ossa will provide an overview of the Fintech landscape and how it is disrupting the wealth and asset management industry. We will share insights into the key players and how they are differentiating themselves in the market. The discussion will include broader trends in financial services and how fintech is impacting our daily financial concerns and expectations.

### Andres De La Ossa

**EY, Advisory | Senior Manager**

Andres De La Ossa has over 10 years of combined industry and management consulting experience in financial services, focusing on wealth management. He has worked extensively in strategy formulation and operating model design for key clients across North America. Prior to joining EY, De La Ossa earned his MBA from Columbia Business School with a focus on management and strategy. His previous experience includes internal consulting and process excellence for global financial services firms.

Through his time at EY, De La Ossa has supported some of the largest U.S. wealth management firms in growth strategy and the buildout of key technology capabilities. He has supported the execution and planning for digital advice solutions across client onboarding, portfolio management, trading, client servicing, reporting and operations. De La Ossa has been published in the *Journal of Financial Perspectives* for his research on digital investment services.

## **ADVANCED PORTFOLIO MANAGEMENT** Feb. 15 | 1 to 3 p.m. | BSN 225

### Daren Pippio

**Raymond James | SVP, Advisory Consulting**

Daren Pippio is the senior vice president, advisory consulting in the Asset Management division of Raymond James. Pippio established the Advisory Consulting team to support the firm's advisory platform and engage advisors with Rep-as-PM or Rep-as-Advisor business models to create stronger, smarter portfolios and build scalable, efficient and effective practices. Her team develops and supports technology solutions for portfolio management, including construction, analytics and rebalancing. Pippio also developed and directs the Institute of Investment Management Consulting at Raymond James, which provides select advisors investment management consultation, education and a forum for practice management support and collaboration.

Pippio earned a Ph.D. in industrial / organizational psychology from the University of South Florida, a master's degree from the University of Texas at El Paso, and a bachelor's degree from the University of Louisiana. She earned her Certified Investment Management Analyst designation and is a member of the Investment Management Consultants Association. Pippio is a graduate of the Securities Industry Institute and serves on its Board of Trustees and curriculum committee.

Pippio's work was published in the *Journal of Applied Psychology*, *The Industrial /Organizational Psychologist* and *Investments & Wealth Monitor.*

## **EFFECTIVE INFLUENCING** March 15 | 1 to 3 p.m. | BSN 221

# David Patchen

**Raymond James | SVP, Education & Practice Management**

David Patchen has been a financial advisor since 1988. He holds NASD Series 3,7,24,63 & 65 licenses.

He began as a wirehouse advisor before becoming an independent financial advisor. He joined Raymond James in 1998 as a recruiter before regional management in 2003. He became senior vice president of education & practice management in 2013.

He earned his Bachelor of Science in Marketing from Indiana University of Pennsylvania and an MBA from the University of Florida. In 2005 he completed the Registered Corporate Coach Program and is now a member of the Worldwide Association of Business Coaches. He has accumulated over 3,000 hours of one-on-one coaching with advisors over the last 12 years.

Patchen was quoted in numerous trade publications on practice management issues and was a guest lecturer at Stanford University's Graduate School of Business. He has also been a top rated speaker at The Securities and Investment Institute in London, England, in 2008, 2012 and 2015.

Patchen is a mentor for University of South Florida senior business students, and a board member for the Chi Chi Rodriguez Youth Foundation annual fundraising events.

## **BEHAVIORAL FINANCE** April 19 | 1 to 3 p.m. | BSN 225

# Frank McAleer

**Raymond James | SVP, Wealth, Retirement & Portfolio Solutions**

Frank McAleer is the senior vice president of wealth, retirement and portfolio solutions at Raymond James. McAleer has 30 years of industry experience and leads Raymond James' efforts to empower its financial advisors with thought leadership, advisory technology and practical guidance to address the evolving financial planning, wealth management and retirement needs of its individual and business clients. McAleer is also on the advisory board for The American College New York Life Center for Retirement Income.

Prior to joining Raymond James, McAleer was senior vice president and head of managed and income solutions with Janney Montgomery Scott in Philadelphia, where he led their sales and marketing of managed investment and retirement income offerings, which included the design and launch of their retirement planning software platform. He has also held various leadership roles at Merrill Lynch and Fidelity Investments. He received his Bachelor of Science from Drexel University and holds the CFP® (CERTIFIED FINANCIAL PLANNER®) and CIMA® (Certified Investment Management Analyst) designations.