Private Funds CFO New York Forum 2025 Agenda

February 4-5, 2024

Confirmed speakers include:

Speakers:

- Joann Barsky, Head of Finance and Operations, Townhall Ventures
- Drew Carl, Chief Accounting Officer, Hamilton Lane
- Norm Champ, Former Director of the Division of Investment Management, U.S. Securities and Exchange Commission
- Marc Feirman, CFO and Partner, Cross Rapids Capital LP
- Jon Franke, Partner, Rubicon Technology Partners
- Jeffrey Gilbert, Chief Operating Officer & Chief Legal Officer, Carnelian Energy Capital
- Joshua Gilbert, CFO, Freestyle
- Katherine Gomer, COO & Managing Director, Maverick Ventures
- Monica Kelsey, Chief Financial Officer, Antares Capital
- Kristen Laguerre, Partner, Finance and Operations , MPM BioImpact
- Gary Marshall, Director of Technology, Paine Schwartz Partners
- Steve Mlynar, Senior Managing Director, CFO, Stonepeak
- Matthew Norris, Senior Partner, Chief Financial Officer & Chief Compliance Officer, The Edgewater Funds
- Deirdre O'Connor, Chief Financial Officer and Senior Managing Director, Cerberus Capital Management
- Tracy Pizzi, Partner, Yellow Wood Partners
- Berat Riftai, Chief Financial Officer & Chief Compliance Officer, Heartwood Partners

Private Funds CFO Network

New York Forum

February 4-5, 2025
Hilton Midtown, New York

Day 1 February 4

8:00-9:00 **Registration – breakfast**

9:00-9:10 **PEI welcome**

Seth Kerker, Director of Memberships & Events, **PEI Group**

9:10-9:15 **Chair's welcome**

9:15-10:05 **Keynote interview**

TBA

10:05-10:45 **Data debrief: Forecasting & benchmarking for the CFO and COO**

In this session, we will review extensive data from the 2025 Private Funds CFO Insights Survey conducted by PEI Group, which contains findings on people, processes, and planning for the future. These insights will provide the foundation for a robust discussion with an esteemed panel of CFOs and COOs representing a broad spectrum of private funds.

Speakers TBA

10:45-11:15 **Networking break**

11:25-12:25 **State of the industry fireside chats**

Three part series of 20 minute informal interview-style sessions highlighting representatives from top firms and will provide attendees with advice for weathering thorough an evolving industry.

Part 1 | Understanding where the regulatory environment is heading

Speaker:

Norm Champ, Former Director of the Division of Investment Management, U.S. Securities and Exchange Commission

Part 2 | **TBA**

Part 3 | **TBA**

12:25-1:25 **Networking luncheon**

1:30-2:30 **Breakout panels with peer-to-peer workshops**

These sessions will be more interactive than a traditional breakout panel discussion. The sessions start with a 20-minute panel discussion and will be followed by a 30-minute interactive peer-to-peer workshop.

Track A | **Preparing for present day SEC exams** | Peer-to-Peer Compliance Workshop

- Unpacking 2025 exam priorities
  - Are GPs seeing any common themes over the past couple of years?
- Internal and external practices to ensure you are ready for a potential visit from the SEC
  - Preparing all necessary information (documents, data, presentations)
  - How frequently should mock exams be taking place?

Speakers:
Jon Franke, Partner, Rubicon Technology Partners

Track B | **Creating an innovative and vital fund management technology stack** | Peer-to-Peer Valuations Workshop

- Trial and error: when is it the right time to investigate new vendors and solutions
  - Is cheaper always the best solution?
- How are firms delivering more in transition as workloads increase with limited resources?
- Manage and project ownership and sensitive information during an interim period of transitioning between providers
- What to look for in providers to help carry firms forward into an evolving market?

Speakers:
Matthew Norris, Senior Partner, Chief Financial Officer & Chief Compliance Officer, The Edgewater Funds

Track C | **Driving effective data management practices across the firm** | Peer-to-Peer Data Management Workshop

Track D | **Scaling your firm as private markets evolve** | Peer-to-Peer Data Scaling Workshop

- Best practices and methods for collecting data from different areas of the firm
    - The challenges with developing data repositories
- Outside of fundraising and portfolio company decision making, where are firms using their data to make informed decisions?
- How to ensure that you are collecting valuable data?
- Understanding the role AI plays in data management
- Effectively collecting portfolio company data both timely and accurately

Speaker: Joann Barsky, Head of Finance and Operations, Townhall Ventures

Track E | **Creating credible and creative carried interest programs** | Peer-to-Peer Carried Interest Workshop

- Finding the right vesting structure and allocation methods for your firm
- When is it the best time to make changes to an existing carry program?
- What is the younger generation expecting from carry?

Speakers
Berat Riftai, Chief Financial Officer & Chief Compliance Officer, Heartwood Partners

- What does scaling look like to different asset classes and firms AUMs?
    - What are the different operational buckets that are vital or top of mind in relation to scaling the firm? (i.e., staffing, portfolio company monitoring, technology, cashflow, etc.)
- Balancing resourcing and staffing the firm to solve immediate needs while also having a strategic mindset for future growth
- Investor inquires: what do new and existing investors want to see from firms as they scale?

Speaker: TBA

2:35-3:25 **Breakout panel discussions**

Track A | **Collaborating with portfolio companies**

Track B | **Proactively mitigating cybersecurity risks**

- Ensuring that all firm employees truly understand and are aware of their risks

- Establishing KPIs and performance metrics for different types of portfolio companies
- Where can the GP CFO step in?
  - How can the CFO assist when you do not have direct contact/communication with the portfolio company?
  - Ensuring portfolio companies are aware of their stakes and risks from a financial perspective
- Finding the best solutions and tools to feed information between firms and portfolio companies

Speakers:
Tracy Pizzi, Partner, Yellow Wood Partners
Katherine Gomer, COO & Managing Director, Maverick Ventures

  - What can team members do outside of regular trainings and mock cyber attacks to be on alert?
  - How are firms handling off-channel communications?
- Portfolio company cyber protection
  - Fully unpacking the GP's fiduciary duty

Speakers:
Gary Marshall, Director of Technology, Paine Schwartz Partners
Joshua Gilbert, CFO, Freestyle

Track C | Present and future of AI in private markets

- Current:
  - Using AI for risk assessment
  - Using AI to process financial data and valuation models
  - AI for investment discovery and deal sourcing
- Future:
  - Will AI be used to optimize investment portfolios based on current market conditions

How will AI be used to automate some compliance processes

Speaker: TBA

Track D | Exploring new geographical markets and domiciles as a U.S. firm

- The ins and outs of raising funds in different regions like Cayman Islands, Isle of Man, Jersey, Bavaria, etc.
  - Working with multinational providers and banks
- Utilizing and establishing cross-border fundraising tactics
- Unpacking regulatory impact when working in different domiciles
  - How and where does the SEC come into play?
- LP communication
  - How are firms communicating their product offerings?
  - Assessing client needs as client bases are diversifying
- Ensuring that your team is equipped to handle the workload and requests that come with investing and working in different geographical regions

- Weighing the risks and rewards and potential pain points when venturing into the international market

Speaker: TBA

3:25-3:50 **Networking break**

3:55-4:45

Interactive Working Groups

These deep dive discussions designed solely for GPs will allow the audience to join an interactive and dynamic discussion with designated facilitators.

IWG A | The trials and tribulations of taxes post election

- The impact of the 2024 election on taxing on the fund and portfolio company level
- Understanding tax efficiencies about fund structuring changes i.e., funding a GP commitment and waivers

Facilitators: TBA

IWG B | Managing today's compliance workload as the CFO

- How are you keeping your financial records in place?
  - Are there different needs to meet compliance protocols?
  - At different firms stages and AUM parameters, what are you most concerned with?
- Managing the role of a dual-hatted professional
  - Is the dual hatted CFO/CCO going away?

Facilitators: TBA

IWG C | Getting a grasp on investor reporting

- Understanding LP reporting expectations
  - Aligning current reporting timelines with regulatory pressures
  - Are ESG metrics still top of mind?
  - What does each investor type expect (i.e., institutional investor, individual investor, etc.)

IWG D | How are CFOs managing their management company

- How are firms organizing management fees and expenses?
  - Where are you allocating your cash?
  - Budgeting efficiently to keep the firm afloat

Getting the download on the benefits of various fund types as a manager

- Facing requests for additional information outside of reports

Facilitators:
Jeffrey Gilbert, Chief Operating Officer & Chief Legal Officer, Carnelian Energy Capital

Facilitators: TBA

4:50-5:40 **Vendor voices: how to work together a create successful partnerships with firms**

- Collaboration and cooperation – working with firms as their workloads are everchanging
  - Ensuring that you are getting your client's full attention
  - Adhering to compliance and due diligence from the vendor's perspective
  - How are providers working with firms as they go through different life cycles and their needs evolve
- Considerations providers have when they take on new clients
- How are solution providers ensuring they are keeping up with industry needs and demands?
  - Considerations when building and launching new programs or services for private markets

Speaker: TBA

5:40-5:45 **Closing remarks**

5:45 **Cocktail reception and end of day one**

Day 2 February 5

8:00-9:30 **Breakfast**

8:15-8:55 **Private Funds CFO Network Membership Circle Breakfasts (Network members only)**

Delegates will enjoy breakfast at breakout sessions based on membership circle involvement.

Women	Venture Capital	Emerging Managers	Secondaries
		Jesse Knapel, CFO & CCO, Prelude Growth Partners	

9:00-9:50

Invite-only think tanks

Delegates will have the opportunity to break into think tank sessions by job function to discuss what is keeping them up and night and to share best practices for addressing those problems. Designed to facilitate candid discussion, the closed-door session for senior finance and operations professionals will top of mind issues and challenges impacting their firms today.

CFO & COO Think Tank for Emerging Funds (GP only)	CFO & COO Think Tank for Established Funds (GP only)	Senior Finance & Operations Executive Think Tank (GP only)

10:00-10:05 **Chair's opening remarks**

10:05-10:50 **Keynote interview**

To be announced.

10:50-11:20 **Networking break**

11:20-12:05

Professional Development Workshops

These sessions are designed to provide insights and tips for individual success in their roles and how to best support their firms.

Track A | Steering teams forward with leadership in mind

Track B | Enhancing your project management skills

- How are CFOs staying on top of their workloads?

- Defining leadership and what it means to be a leader in today's working world
- Understanding where and when to voice your opinions
- Team building
  - Striking a balance between creating independent and collaborative team members

Facilitator: TBA

  - How to prioritize tasks?
- Delegating work amongst team and firm members
  - Ensuring work assigned to other teams is accomplished
- How to be adaptable throughout a project life cycle?
- Identifying when it's time to take on a new project

Facilitator: TBA

Track C | Supporting and aligning with next generation talent

- Adjusting to culture changes when employing younger people (i.e., communication styles, working environments, etc.)
  - How to re-establish a culture?
  - Getting an understanding of employee expectations before it's too late
- What can CFOs do to coach and mentor junior colleagues?

Facilitator: TBA

Track D | Powerful approaches to change management

- Presentation preparation
  - How to communicate persuasively and efficiently?
  - Steering conversations in a productive, strategic manner
- Proactive negotiation tactics

Facilitator: TBA

12:10-1:00 **Breakout Panel Discussion Series: Fund and Cash Strategies**

Hear from industry experts as they discuss their approaches to implementing new fund types and accessing cash in today's market.

Track A | Market overview: secondaries

- Understanding the demand for this fund type in the market

Track B | The lowdown on NAV loans

- Understanding LP and regulator concerns

- Steps to take when launching a first-time secondaries fund
- What is the regulatory perspective on traditional and GP led secondaries?
- Continuation funds
- Assessing valuation strategies and methods in light implementing new fund vehicles

Speaker: TBA

  - How the proceeds are used? Reinvested back into the portfolio or used to create a synthetic distribution?
- How mitigate some of the concerns around the use of NAV loans
  - Greater transparency from potential and existing managers

Speaker: TBA

Track C | Current trends in subscription line lending

- What are the trends with subscription lines?
  - What is the demand and availability in the market?
  - Evolution of lender protection in fund documents
  - ESG-linked financing
- Negative consequences of funds relying on subscription lines
  - Liquidity challenges the investors face as a result of the less frequent, but significantly larger, capital calls
  - Distortive effect subscription line lending can have on reported fund performance figures

Speaker: TBA

Track D | Launching a first-time private credit investment strategy

- Steps to take when launching a first-time private credit fund?
- Establishing fee amounts and structures
- Fund lifecycle considerations
- Assessing valuation strategies and methods in light implementing new fund vehicles

Speaker: TBA

1:00-2:00 **Networking luncheon**

2:10-3:30

Carousel Discussions

Following our popular roundtable and think tank formats, peers will sit down at tables to determine best practices on specific topics and their sharing ideas. At the end of the session, each table will report back to the whole room on their finalized approaches to addressing their challenges.

Private Funds CFO Network

New York Forum

February 4-5, 2025
Hilton Midtown, New York

Carousel 1 | Optimizing your finance team for emerging funds

- Trial and error: how are you establishing the best processes and procedures to drive success?
  - What tasks should and can be outsourced?
- Determining when it's time to expand the team internally

Carousel 2 | Optimizing your finance team for established funds

- Trial and error: how are you establishing the best processes and procedures to drive success?
  - What tasks should and can be outsourced?
- CFO supervision: overseeing workloads and tasks to ensure teams are well staffed and meeting goals

Carousel 3 | Addressing fundraising in today's economy for emerging funds

- Is the fundraising market slowing down?
- What can the finance team do to elevate the fundraising journey and process across the firm?
  - Using existing and predictive data to make sharper decisions
- Building prosperous relationships with banks and lenders
- The impact global affairs have on the private market fundraising environment (i.e., U.S. presidential election, global conflict, inflation, regulatory scrutiny, etc.)

Carousel 4 | Addressing fundraising in today's economy for established funds

- Is the fundraising market slowing down?
- What can the finance team do to elevate the fundraising journey and process across the firm?
  - Using existing and predictive data to make sharper decisions
- Building prosperous relationships with banks and lenders
- The impact global affairs have on the private market fundraising environment (i.e., U.S. presidential election, global conflict, inflation, regulatory scrutiny, etc.)

3:30-4:00 Networking break

4:35-5:20 New Faces of Finance 2025

The private markets industry is embracing a younger, more diverse talent pool. This session will feature CFOs and COOs who have been recognized in our Private Funds CFO 2025 ***New Faces of Finance*** *list. We'll dive into topics such as:*

- Major accomplishments they've been crucial in bringing about at their firms
- How to approach leadership and innovation as younger professionals

- What it takes to become a future leader in private funds finance

Speaker TBA

4:30-4:25 **Closing remarks**

4:25 **End of conference**