



Private Funds
CFO
Network

Data and Technology
Forum

Private Funds CFO Data & Technology Forum 2024 Agenda

October 8-9, 2024

Confirmed speakers include:

Chairperson:

Rebecca Lucia, Operating Partner, CFO, Innovation Endeavors

Keynote speaker:

Usama Fayyad, Inaugural Director, Institute for Experiential AI and Professor of the Practice, Khoury College of Computer Sciences, Northeastern University, & Chairman, Open Insights

Speakers:

Rufina Adams, Chief Financial Officer, True Wind Capital

Ken Aseme, Chief Financial Officer, MaC Venture Capital

Trey Block, Chief Financial Officer, OrbiMed Advisors

Jackie Dao, Chief Financial Officer, Reach Capital

Alison Connors, Chief Financial Officer, Third Rock Ventures

Louis Crasto, National Co-leader of the Fund Administration Practice, RSM US LLP

Jessica Duran, Managing Director, Chief Financial Officer, TSG Consumer Partners

Alexandria Fisk, Chief Operating Officer, Casdin Capital

Kevin Gasque, Partner, COO, CFO & CCO, Greycroft

Pete Keenan, VP of Finance, 645 Ventures

Arthy Kumar, Industry Principal for Investments, Workiva

Greg Lyon, Partner & CFO, Eclipse Ventures

David Mackey, CFO, Catalyst Health Ventures

Adrienne Mangual, VP Finance & Operations, The Artemis Fund

Brandy Morris, Principal, Chief Financial Officer, AB CarVal

Nina Sen, Chief Financial Officer, Upfront Ventures

Robert Severo, Partner & Chief Compliance Officer, Sapphire Ventures

John Teng, Director, Corporate Business Applications, H.I.G. Capital



For program information:
Nikki Gale
nikki.g@pei.group

For sponsorship opportunities:
Josh Stoller
joshua.s@pei.group

For registration queries:
Customer Services
customerservice@pei.group

Rich Van Doren, Chief Financial Officer, Versant Ventures
Ivor van Esch, Chief Financial and Compliance Officer, Knox Lane
Dorothy Walter, Partner & CFO, Alpine Investors

Day 1 October 8

8:00 Registration – breakfast

8:45-9:00 PEI welcome & chairperson's welcome
Rebecca Lucia, Operating Partner, CFO, Innovation Endeavors

9:00-9:15 PEI data presentation
Attendees will learn about insights found in PEI's industry research.
Chris Tamms, Head of Network, Private Funds CFO Network, PEI Group

9:15-9:55 Keynote presentation: AI Implementation: Understanding this buzz-worthy technology within the private markets industry

Hear insights from Usama Fayyad about understanding the power of generative AI in the private markets industry, determining when to adopt this technology, the intersection between human relationships and artificial intelligence and more.

Presenter: Usama Fayyad, Inaugural Director, Institute for Experiential AI and Professor of the Practice, Khoury College of Computer Sciences, **Northeastern University**, & Chairman, **Open Insights**



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9:55-10:45 Understanding today's CFO: maintaining normalcy while adjusting to technological advances

- Balancing traditional finance activities with additional CFO-related responsibilities
 - How are CFOs embracing technology to assist with their workload?
 - Continuing to showcase the value of the CFO to other teams and leadership members
- De facto CTO: Uncovering challenges that CFOs face due to not having a technology background and how do they overcome that?
 - Keeping up with technological evolution at an attainable pace
- Data deliberation
 - How are CFOs playing a role in guiding the firm's data collection and organization practices?
 - Balancing the role and responsibilities of a CFO while simultaneously being a data resource

Moderator: Arthy Kumar, Industry Principal for Investments, Workiva

Panelists:

Dorothy Walter, Partner & CFO, Alpine Investors

John Teng, Director, Corporate Business Applications, H.I.G. Capital

10:45-11:15 Networking break

11:15-12:10 Leveraging technology and data for fundraising and LP relations

- Organizational obstacles
 - How are you managing internal investment data?
 - What should firms be doing with their general industry related deal or portfolio company data?
- How are firms adjusting to the current market?
 - Utilizing external and internal resources
- Demonstrating firm-wide operational excellence to both new and existing investors (i.e., investor onboarding, data repositories, reporting methods, templates, due diligence, etc.)
 - Approaching operational complexities of working with different types of investors (institutional investors, high-net-worth investors, family offices, etc.) and international investors as a whole
 - How can technology help GPs respond to their investor's requests at a faster pace?



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Panelist:

Robert Severo, Partner & Chief Compliance Officer, Sapphire Ventures

12:15-1:05

Breakout Panel Discussions

Track A | Moving away from Excel: methods and resources for performing valuations while appealing to external parties

- Steps firms should take in order to eliminate the use Excel
 - What valuable programs and software exist to assist with calculations?
 - Cost/benefit to keeping valuations in house vs. outside the firm?
 - Building trust: how much manual work will continue to be done once a technological process for conducting valuations is in place?
- How are firms adjusting their valuation policies and methods to meet regulatory and LP concerns?

Track B | Balancing fund and management company workloads

- How does technology help firms circulate capital from the management company to the fund?
 - Utilizing expense allocation software across the firm and between funds
- Data collection and analysis
 - Using and synthesizing data to make informed decisions, set goals and track performance across the firm, funds and portfolio companies?
 - Challenges with gathering portfolio company financial metrics and data
- Understanding technological capabilities and limitations when involving fund administration software or third parties to the mix
- Developing fund mechanics that align with the regulatory, tax and economic environments
 - Calculating costs

Panelists:

Jackie Dao, Chief Financial Officer, Reach Capital

David Mackey, CFO, Catalyst Health Ventures

Alison Connors, Chief Financial Officer, Third Rock Ventures

1:05-2:05

Networking lunch break



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Customer Services
customerservice@pei.group

2:10-3:00

Breakout Panel Discussions

Track A Compliance <\$4B AUM | Utilizing technology to assist with ongoing regulatory updates

- Must have resources for managing compliance for firms <\$4B
 - How do firms enhance their programs?
- Building risk awareness around technology utilization (i.e., confidentiality, conflicts of interest, etc.)
 - Making sure technology policies are up to date
- Private Funds Rule preparation
 - Approaches to new reporting cycles (45, 60, 90 day) and the role technology can play to assist
 - The race against time to adopt applications and templates that help firms meet requirements
- Getting ahold of and protecting any external firm property, knowledge and information
 - Managing third parties and external software
 - Vendor compliance policies
 - Preparing for the inevitable: getting a grasp of the SEC's stance on technology implementation and use of third-party providers
- What role does your firm play in overseeing portfolio company technology implementation?
- What's next on the SEC's agenda and how to stay ahead?

Track B Compliance >\$4B AUM | Utilizing technology to assist with ongoing regulatory updates

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Speakers:

Louis Crasto, National Co-leader of the Fund Administration Practice, RSM US LLP



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3:05-3:35 Tools of the trade: unearthing the biggest operational challenges and resources to assist (GP-only)

GP attendees will have the opportunity to gather for peer-led presentations addressing some of the industry's greatest challenges while utilizing various tools and approaches to achieve operational efficiency.

Portfolio company monitoring

Fund administration

Investor reporting

Presenter:

Adrienne Mangual, VP Finance
& Operations, The Artemis
Fund

3:35-4:05 Networking break

4:15-5:15 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. At the end of the workshop, group leaders will come back to the panel table to present key takeaways from each small group.

4:15-4:35

Panel A | Assembling a robust technology infrastructure for private equity firms

During this 20-minute panel discussion, our expert speakers will share their backgrounds and tips and tricks they learned while scaling their own firms

Panel B | Assembling a robust technology infrastructure for venture capital firms

During this 20-minute panel discussion, our expert speakers will share their backgrounds and tips and tricks they learned while scaling their own firms

4:35-5:15

Workshop A

Workshop B



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During the workshop portion, the audience will be broken into small groups for peer-to-peer discussions led by the panelists. Topics for discussion in small groups include:

- What are the key drivers for technology adoption at your firm?
 - Investor expectations, response to new regulatory requirements, market volatility, the need for more data, etc.
- Implementing AI
 - How are firms utilizing or thinking about applying artificial intelligence amongst finance and operations teams?
 - Where is human intervention needed in PE?
- What is the process for getting new technologies approved at firms?
- What types of technologies offer the most ROI for PE?
- Vendor verification: how are you sourcing and reference checking your vendors?
- What are typical budgets for new technologies at firms at various stages and with various AUMs?
 - What types of technologies do you prioritize when you have a limited budget?

Panelists:

Jessica Duran, Managing Director, Chief Financial Officer, TSG Consumer Partners

Ivor van Esch, Chief Financial and Compliance Officer, Knox Lane

During the workshop portion, the audience will be broken into small groups for peer-to-peer discussions led by the panelists. Topics for discussion in small groups include:

- What are the key drivers for technology adoption at your firm?
 - Investor expectations, response to new regulatory requirements, market volatility, the need for more data, etc.
- Implementing AI
 - How are firms utilizing or thinking about applying artificial intelligence amongst finance and operations teams?
 - Where is human intervention needed in VC?
- What is the process for getting new technologies approved at firms?
- What types of technologies offer the most ROI for VC?
- Vendor verification: how are you sourcing and reference checking your vendors?
- What are typical budgets for new technologies at firms at various stages and with various AUMs?
 - What types of technologies do you prioritize when you have a limited budget?

Panelists:

Pete Keenan, VP of Finance, 645 Ventures

5:15

Cocktails and end of Day 1



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Day 2 October 9

8:00-9:15 Registration – breakfast

8:00-8:40 Private Funds CFO Network Membership Breakfast Circles

Delegates will enjoy exclusive pre-conference breakfast meetings based on membership circle involvement.

Emerging Manager

Women

Venture Capital

8:45-9:25

GP-only think tanks

CFOs and COOs (GP-only)

Designed to facilitate candid discussion, this closed-door session for CFOs and COOs only targets the issues and challenges impacting your firm. Attendees can benchmark ideas and share best practices to help you gain solutions for common concerns facing your office. Entry to these sessions will be verified upon scanning badges at the session room.

Facilitators:

Rufina Adams, Chief Financial Officer, True Wind Capital
Greg Lyon, Partner & CFO, Eclipse Ventures

Senior finance and operations executives (GP-only)

Designed to facilitate candid discussion, this closed-door session for all other senior professionals targets the issues and challenges impacting your firm. Attendees can benchmark ideas and share best practices to help you gain solutions for common concerns facing your office. Entry to these sessions will be verified upon scanning badges at the session room.

9:30-9:35 Chairperson's opening remarks

Rebecca Lucia, Operating Partner, CFO, Innovation Endeavors

9:35-10:15 Keynote interview

To be announced.



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10:25-11:25

Breakout Presentations with Collaborative Case Studies

These workshop style sessions provide attendees with the opportunity to problem solve realistic industry crises. These sessions will begin with a 10-minute presentation on a hypothetical scenario and will be followed by small group conversations to develop a course of action step-by-step planning.

Session A - AUM <\$4B | Cybersecurity

The session's hypothetical scenario will be presented during the session.

Groups will discuss the following:

- What's your course of action to mitigate and solve the situation?
- Challenges and obstacles faced when responding to a cybersecurity crisis
- Identifying important resources to have or assist during a crisis

Session B - AUM >\$4B | Cybersecurity

The session's hypothetical scenario will be presented during the session.

Groups will discuss the following:

- What's your course of action to mitigate and solve the situation?
- Challenges and obstacles faced when responding to a cybersecurity crisis
- Identifying important resources to have or assist during a crisis

11:25-11:55

Networking break

11:55-
12:45

Breakout Panel Discussions

Track A | Enlisting data for developing strategic fund finance approaches in today's market

- Having the proper resources to manage and track liquidity (internal and external)
- Factors to consider when determining the best cash sources for your firm (economic, LP, fund type, etc.)
 - When is it the right time to add a new cash vehicle or fund type?
- The increasing popularity of the credit market
 - Evaluating risks and rewards when utilizing credit sources (subscription lines,

Track B | Carried interest complexities: employing technology to maintain and produce fair and equitable programs

- Tools of the trade
 - What is available to assist with establishing appropriate carried interest percentages and calculations?
 - Showcasing individual and firm-wide carry results/breakdowns
- Managing tax, regulatory, economic and LP concerns
 - Steps GPs are taking to mitigate clawback risks



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- NAV loans, secondaries, GP led funds, etc.)
- Concerns from investors about acquiring non-traditional funds
- When to use U.S. or European waterfall calculations?
- Other benefits and incentives that can be offered outside of carry

Panelists:

Trey Block, Chief Financial Officer, OrbiMed Advisors
Brandy Morris, Principal, Chief Financial Officer, AB CarVal

12:45-1:35 Strategically scaling while keeping up with industry innovation

- Aligning the firm's growth plan with technological advancement
 - What does growth look like for various strategies and AUMs?
 - How can technology help leaders shift their focus to spend time on more strategic initiatives?
- Getting a hold of the trials and tribulations of talent management as functions are evolving in today's market (recruitment, retention, cultural shifts amidst a newer working generation, succession planning, etc.)
 - The intersection between talent, technology and resourcing
 - When to grow internally, scale back or enlist outside assistance?
- Deciding when it's time to improve upon a process/system or implement new ones to increase productivity
- Demonstrating growth plans effectively to both new and existing LPs

Speakers:

Alexandria Fisk, Chief Operating Officer, Casdin Capital

1:35 Chairperson closing remarks

Rebecca Lucia, Operating Partner, CFO, Innovation Endeavors

1:35 Luncheon and end of conference



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