



**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

Prakhar Mehrotra, Managing Director of Applied AI, Blackstone

#### Speakers:

Rufina Adams, Chief Financial Officer, True Wind Capital

Mark Adelman, Vice President of Operations, Lovell Minnick Partners

Ken Aseme, Chief Financial Officer, MaC Venture Capital

James Beck, CFO, COO & Partner, At One Ventures

Anushree Bera, Director, Finance & Platform, World Innovation Lab (WiL)

Trey Block, Chief Financial Officer, OrbiMed Advisors

Michele Brown, Chief Information Officer, Grain Management

Steve Bullock, Vice President of Sales, Kyriba

Jackie Dao, Chief Financial Officer, Reach Capital

Alison Connors, Chief Financial Officer, Third Rock Ventures

Sarah Christensen, Deputy Chief Compliance Officer, Bow River Capital

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

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

Jay Farber, Director of Sales, Venture Capital and Private Equity, Juniper Square

Chris Franzek, Managing Director, Portfolio Valuation, Stout

Paul Gallant, Chief Product Officer, Hazeltree

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



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Michaele Gobel, CFO, Equilibrium

Sajjad Jaffer, Head of Data, Analytics and Machine Learning, GrowthCurve Capital

Pete Keenan, VP of Finance, 645 Ventures

**Mary Kelley, Chief Operating Officer, MPowered Capital**

LeAnn Kilarski, Chief Operating Officer, Entrepreneurial Equity Partners

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

Anthony Mirabile, Managing Director, External Investing Group, Goldman Sachs Asset Management

Lesly Mohr, Vice President Finance, Voyager Capital

Brandy Morris, Principal, Chief Financial Officer, AB CarVal

Chase Paxton, Director of Finance and Valuations, NGP Energy Capital Management

Tom Pierce, Partner / CFO / CCO, Sorenson Capital

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

Rich Van Doren, Chief Financial Officer, Versant Ventures

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

Dorothy Walter, Partner & CFO, Alpine Investors



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## 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, Houry College of Computer Sciences, **Northeastern University**, & Chairman, **Open Insights**

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



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- 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

Jay Farber, Director of Sales, Venture Capital and Private Equity, Juniper Square

**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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**Panelists:**

Robert Severo, Partner & Chief Compliance Officer, Sapphire Ventures

Mark Adelman, Vice President of Operations, Lovell Minnick Partners

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?

**Moderator:**

Chris Franzek, Managing Director, Portfolio Valuation, Stout

**Panelists:**

Ken Aseme, Chief Financial Officer, MaC Venture Capital

Lesly Mohr, Vice President Finance, Voyager Capital

### 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



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1:05-2:05 Networking lunch break

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
- 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?

### Track B 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
- 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?

Speakers:

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



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- What's next on the SEC's agenda and how to stay ahead?

Speakers:

Sarah Christensen, Deputy Chief Compliance Officer,  
Bow River Capital

**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**

**Presenters:**

Adrienne Mangual, VP Finance  
& Operations, The Artemis  
Fund

Ken Aseme, Chief Financial  
Officer, MaC Venture Capital

**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**



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**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*

4:35-5:15

**Workshop A**

*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?

**Moderator:** Steve Bullock, Vice President of Sales, Kyriba

**Panelists:**

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

**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*

**Workshop B**

*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

Tom Pierce, Partner / CFO / CCO, Sorenson Capital

Mary Kelley, Chief Operating Officer, MPowered Capital



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Ivor van Esch, Chief Financial and Compliance Officer, Knox

Lane

LeAnn Kilarski, Chief Operating Officer, Entrepreneurial  
Equity Partners

5:15 Cocktails and end of Day 1

## 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

James Beck, CFO, COO &  
Partner, At One Ventures

### Women

Michaele Gobel, CFO,  
Equilibrium

### Venture Capital

Chase Paxton, Director of  
Finance and Valuations, NGP  
Energy Capital Management

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.*

### 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.*



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**Facilitators:**

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

**Facilitators:**

Anushree Bera, Director, Finance & Platform, World  
Innovation Lab (WiL)

**9:30-9:35**

**Chairperson's opening remarks**

Rebecca Lucia, Operating Partner, CFO, Innovation Endeavors

**9:35-10:15**

**Keynote interview: Prakhar Mehrotra, Managing Director of Applied AI, Blackstone**

*Prakhar Mehrotra, Managing Director of Applied AI at Blackstone will join us to share how he's helping Blackstone's portfolio companies apply AI and capitalize on this powerful technology. You'll learn more about how private funds can drive innovation, efficiency, and growth as Prakhar shares some of the success stories and challenges he's encountered while integrating AI across various sectors.*

**10:15-11:05**

**Strengthening cybersecurity resilience at private funds**

- How to reduce cyber risk, prevent cyber-attacks and drive secure digital transformation at the firm in an environment of increased risk
- Leveraging technology for enhanced security
- Staying compliance with cybersecurity regulations
- Building incident response policies and procedures
- How do you extend your cyber policies and procedures throughout your portfolio?

**Panelists:**



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- Michele Brown, Chief Information Officer, Grain Management

11:05-11:35      Networking break

11:45-  
12:35

## 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, NAV loans, secondaries, GP led funds, etc.)
  - Concerns from investors about acquiring non-traditional funds

**Moderator:**

Paul Gallant, Chief Product Officer, Hazeltree

### 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
  - 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



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- 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:**

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

Anthony Mirabile, Managing Director, External Investing Group, Goldman Sachs Asset Management

**1:35 Chairperson closing remarks**

Rebecca Lucia, Operating Partner, CFO, Innovation Endeavors

**1:35 Luncheon and end of conference**



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