

## ***“Robo Advisor – Strategy and Risks”***

**Benjamin Alden**

Chief Counsel

BETTERMENT

New York, New York

Ben will discuss:

- A deep dive into the origins of why and how robo-advisers came to be.
- A discussion of what "robo-advisers" are, what they do, and where the industry is headed.
- An overview of Betterment, one of the first and largest robo-advisers.
- A discussion of the compliance obligations of robo-advisers, including criticisms of the business model.
- How compliance teams can manage their "algorithm governance" obligations.

The session will be interactive, and Ben will take questions both during and after the presentation.