

Consultant Exchange

Welcome to the Q3 2019 Consultant Exchange Newsletter. In this issue, we highlight BBH thought leadership on AI, Machine Learning and how pragmatic transformation is affecting our industry. With ever-changing regulations for managers and service providers, we also invite you to read insights from our ETF experts and invite you to join our **upcoming webinar** on Short-Termism.



Our ETF team discusses the legal, operational, and regulatory implications of turning a mutual fund into an exchange traded fund.

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When it comes to technology, BBH practices pragmatic transformation. Here our emerging technology group recaps three factors for success when undergoing that transformation: focusing on the problem, operating through iteration, and planning ahead for adoption.

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Following her panel at FundForum International, BBH's Head of European Product Management, Financial Technology, Simone Vroegop sits down to discuss the increasing role AI is playing in asset management.

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Join us for our upcoming webinar, where BBH's Head of Regulatory Insights Adrian Whelan will expand on his blog describing short-termism and how regulators are choosing to react in today's market. Before the webinar, check out his blog post to familiarize yourself with the topic.

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**Questions? Comments?
We want to hear from you.**

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As environmental, social, and governance (ESG) criteria continue to rapidly grow in the market, regulators are taking notice. When the United Nations-backed Principles for Responsible Investment (PRI) go into effect, the global asset management industry will be watching to see how sustainable these rules are.

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