

25th February, 2019

Workshop: An Insight into the modern world of ETF Investing

Speaker Biographies

Christine Cantrell, Director, ETF Sales, BMO Global Asset Management



Christine Cantrell is ETF Sales Director at BMO Global Asset Management. Christine joined BMO in 2016 to drive the ETF business development in the UK. She has over eight years' experience in the ETF industry, most recently at State Street Global Advisors where she was responsible for relationships with UK asset management and financial intermediary firms.

She holds a MSc Finance at Cass Business School and Level 3 CISI qualification.

Viviane Masselin, Vice President, ETF Business Development, Brown Brothers Harriman Ltd



Viviane has over 10 years industry experience in Market and Fund Servicing roles. She is part of the UK Business Development team at BBH assisting Cross Border and ETF clients establishing new fund structures, principally in Ireland and Luxembourg. Viviane joined BBH in 2016. Prior to that, she worked for 8 years at J.P. Morgan. She held various roles in Futures and Options Clearing Sales and Relationship Management as well as Fund Servicing Relationship Management, partnering with Asset Managers in Europe to create seamless operating models for them.

Viviane holds a Master of Science in Management from Grenoble Business School and Warwick University.

Joy Yang, Partner, Product Specialist, marketBeta



Joy is currently at marketBeta, a specialist ETF firm that enables clients to bring their premium investment products to the ETF marketplace. Joy has been an Investment Strategist at Dimensional Fund Advisors responsible for content, education and messaging around investment topics. Prior to Dimensional, Joy was Head of Equity and Trading for Vanguard's European Investment Management Group and has led teams running index and quantitative active products at Scottish Widows Investment Management (Aberdeen Standard Life), Rosenberg Equities and Barclays Global Investors (BlackRock). She holds a MBA from the University Of Chicago Booth School Of Business and a BS in Electrical Engineering from the Cooper Union Albert Nerken School of Engineering.

Joy has extensive ETF experience from working on the launch of iShares in the US (2000) to the launch of Vanguard ETFs in Europe (2012). She is a member of Women in ETFs, leading the University Outreach Committee for EMEA. Joy currently sits on the The BlueStar Index Advisory Committee ("BIAC") to provide input, research and industry perspective to the construction and maintenance of the BlueStar Indexes.