



JOANNE M. HILL, PH.D.

MANAGING DIRECTOR

EXPERTISE

- ✓ Investment Strategy
- ✓ ETFs
- ✓ Index and Quantitative Products
- ✓ Option-based Investments
- ✓ Volatility
- ✓ Risk Management Strategy

EDUCATION

Syracuse University - Martin J. Whitman School of Management
Ph.D./MBA, Finance

The George Washington University
MA, International Affairs

American University
BA, International Service

EMPLOYMENT HISTORY

SEDA Experts
Managing Director
2023-Current

Vest Financial
Chief Advisor for Research and Strategy
2016-Current

CFA Institute
Board Governor
2021-Current

CFA Institute Research Foundation
Chair and Board Member
2016-Current

College of Charleston School of Business
Adjunct Professor
2020-Current

Q-Group (Institute for Quantitative Research in Finance)
Board Member & Chair, Research Committee
2010-2022

Women in ETFs
Co-Founder, Co-President, Board Member
2014-2023

Joanne has over 30 years of experience in investment strategy and asset management with a focus on index and quantitative products, derivatives, and exchange traded products (ETFs and ETNs). She has been instrumental in the growth and expansion of the ETF industry. She currently serves as Chief Advisor for Research and Strategy at Vest Financial, a fund manager, specializing in option-based investments. Prior to these roles, she was Head of Institutional Investment Strategy at ProShares, and spent 17 years at Goldman Sachs, where she was a Managing Director leading global equity index and derivatives research and advising institutional investors on index and risk management strategies.

She is a recipient of the 2023 ETF.com Lifetime Achievement Award, and the William F. Sharpe Indexing Lifetime Achievement Award. She was one of the ten inaugural recipients of the Top Women in Asset Management Awards (Money Management Executive 2019). Joanne is a co-author of A Comprehensive Guide to Exchange-Traded Funds (ETFs) published in 2015 by the CFA Institute Research Foundation and has published extensively on quantitative investment topics, index products, and derivatives.

Joanne has been involved in ETF and related index products since their inception, having wrote the first Product Guide to ETFs around the launch of iShares and led a team that assisted institutions—such as hedge funds, pension funds, asset managers, and RIAs—in adopting ETFs in the 2000s. She has also penned articles on ETF features and strategies, including educational materials on leveraged, inverse and VIX futures ETFs.

She serves on the Board of Governors of the CFA Institute, and she recently completed a term as Chair of the CFA Institute Research Foundation Board. She served for 12 years on the Board of the "Q" Group (Institute for Quantitative Finance) and chaired their Research Committee.

Prior to her career on Wall Street, she was on the faculty of the University of Massachusetts (Amherst). and is currently an Adjunct Professor at College of Charleston. She has a Ph.D. in Finance and M.B.A, from Syracuse University, an M.A. in International Affairs from George Washington University, and graduated with honors from American University's School of International Service.

Joanne was a Founding Member and the first Co-President of Women in ETFs. She resides near Charleston, South Carolina where she serves on the board of the largest, life plan community in the region and on the board of an organization sponsoring arts education in local schools.

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EMPLOYMENT HISTORY

ProShares

Head of Institutional Investment Strategy
2009-2016

Montgomery County MD, Public Schools Pension Board

Board Member
2012-2018

Goldman Sachs

Managing Director
1992-2009

PaineWebber

Managing Director, Equity Derivatives
1988-1992

Kidder Peabody

Senior Vice President, Financial Futures
Research
1985-1988

University of Massachusetts

Associate Professor
1978-1983