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Tricia Haskins is vice president of Practice Management and Consulting for Fidelity Clearing & Custody Solutions. With more than 20 years of experience in financial services, Ms. Haskins leads the strategic consulting team that is focused on helping wealth management firms thrive in an environment of transformational change. Her team works with firms to develop and implement strategies to achieve growth, client service and productivity goals, and create lasting value for firms and their clients. As shifting investor demographics, rapid technology innovations and the advisor supply-demand imbalance provide tremendous opportunities for firms determined to lead the future of wealth management, Ms. Haskins and her team are experienced in working with these firms to develop and implement a digitally-enabled strategy to transform their business and attract more diverse clients, expanding into new segments and addressing changing client expectations. Ms. Haskins joined Fidelity in 2004. Prior to her current position, Ms. Haskins led the technology & operations consulting team, focused on Fidelity's RIA segment. She also led the design and development of the reporting and alternative investment functions as product manager of WealthCentral for Family Offices. Before joining Fidelity, Ms. Haskins was responsible for designing, implementing and integrating the technology platform at a single-family office. She also spent a number of years at Advent Software as a consultant, implementing the suite of technology applications, and advising firms on how to effectively use the technology to manage their business. She began her career managing the operations of an independent advisor in San Francisco. Ms. Haskins received her Bachelor of Arts degree in sociology from Wheaton College in Norton, MA. She currently holds her Series 24, 7 and 63 licenses with FINRA.