
Mr. Brian Burns – Director, Investment Technology, FinTech Consultant, C&A Consulting LLC



Background: Mr. Brian Burns is a senior executive and consultant in the financial services industry with primary roles in FinTech and Software Services. He most recently served as the former CEO/owner of a FinTech/Portfolio Management software services firm, InvestEdge, servicing many organizations in both the institutional and wealth management industries. He has over 40 years of successful experience in the Financial Services Industry with increasingly complex and diverse responsibilities in Wealth Management Solutions, Mutual Fund Underwriting and Distribution, Custody, Securities Lending, Systems, Brokerage operations, Sub-accounting and Banking services.

Industry Knowledge: Mr. Burns has developed and introduced strategic initiatives and operational improvements to increase enterprise value. He previously held executive roles at InvestEdge, PNC Bank, and PFPC. Mr. Burns started his career at Drexel Burnham Lambert. Throughout his career, Mr. Burns has demonstrated a strong track record of increasing profit margins with effective expense discipline, and extensive turnaround achievements in the financial services sector.

Experience: As CEO, President and COO of InvestEdge Inc., Mr. Burns helped the company grow its Wealth Solution business fourfold in terms of Customers, AUM and Revenue, by building effective teams, and focussing on key leading measures to drive growth and maximize company valuation. He led the creation of the thesis and Investor Presentation to Private Equity Investors that led to the acquisition of this privately held company.

Previously, as President & CEO, Mutual Funds Direct, LLC, he founded, capitalized and launched a FINRA Broker for the distribution and underwriting of Mutual Funds.

As President, CEO & Chairman, PFPC Distributors, Inc., Mr. Burns was responsible for all sales, operations and compliance to FINRA and SEC regulations for the broker subsidiary providing essential private labelled mutual fund underwriting functions.

As SVP, PFPC Inc, and a Member of the Operating Committee, Mr. Burns managed all business operations for the firm providing business to business services for: Private labeled Banking Transaction Services, Mutual Fund Sub-accounting, and Custody and shareholder services to the financial services community. Given PNC's need to generate expense savings from acquired banks to justify the purchase price, Mr. Burns introduced automation to allow the assimilation of high volume execution, and coordinated systems implementations to minimize interference with daily operations. He was responsible for growing custody services AUM tenfold. Additionally, Mr. Burns implemented a Securities lending program at PNC, personally negotiated agreements with customers and dealers, hired trading and operational teams, and implemented operational and systems infrastructure. This program uniquely set rebates by company capitalization for Small to large cap securities, and generated substantial revenue and profit.

Mr. Burns' previous Licenses: FINRA licenses (Expired): Series 7 General Securities Representative, Series 24 General Securities Principal, Series 27 Financial Operations Principal, Series 53 Municipal Securities Principal, Series 63 Uniform Securities Agent State law.