



# INSIGHTS

## Speaker Biography

### **Scott Reed**

**AIFA®, CIMA®**

Scott Reed serves as CEO and a principal partner of Hardy Reed, LLC, a fee-only RIA.

Scott is a CIMA® and an AIFA® designee. He is a graduate of the inaugural class of IMCA's Endowments and Foundations Certificate and a 2003 graduate of the Securities Industry Institute.

Scott is a graduate of Vanderbilt University. He is a 1997 "Top 40 Under 40" in the State of Mississippi. He currently serves on the boards of The United Methodist Foundation of Mississippi, The Yocona Area Council of the Boy Scouts of America, The Frank and Calla Bell Foundation, and The Community Development Foundation of Tupelo/Lee County. He serves as Chairman of the BancorpSouth Arena Commission, the Tupelo High School Alumni Association, and the North Mississippi Ambulatory Surgery Center. He is past president of The United Way of Northeast Mississippi and Big Brothers/Big Sisters of North Mississippi.

Scott writes a financial column, is a guest lecturer on ethics with The Owen School of Management at Vanderbilt University, and is a frequent financial analyst for media in North Mississippi. He speaks nationally on issues within the investment industry.





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### **Sharon Pivrotto**

Sharon Pivrotto is the author of the 401k Service Solution Handbook for Retirement Plan Sponsors and Fiduciaries, and Co-Founder of Financial Service Standards, the first independent firm to develop practical resources to help retirement advisors raise the standards and meet regulations with process.

As co-creator of the turn-key service process, the 401k Service Solution™, Sharon has helped thousands of plan sponsors and retirement advisors throughout the U.S. more effectively and efficiently implement best practices in the management of corporate defined contribution plans.

Recently, Sharon has been a featured speaker at the 2010 CFDD Annual Conference, the 2011 Fi360 Annual Conference and at the 2011 Annual Employee Benefit Advisor Forum. Sharon's products and presentations on retirement plan management best practices have made her an in-demand and innovative authority in the retirement world.

