



**Scott Reed, AIFA®**

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 North Mississippi Medical Center, Mississippi Hospital Association, 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. This is his fifth time to speak at the fi360 National Conference.