

Hadley Stern
Fidelity Investments
Senior Vice President, Managing Director

Hadley Stern is Senior Vice President, Managing Director for the Enterprise Services group, a business division of Fidelity Investments, the largest mutual fund company in the United States, the No. 1 provider of workplace retirement savings plans and a leading online brokerage firm. Since 2015 he has been running the Bitcoin/Blockchain incubator within Fidelity Labs, focused on the disruptive potential that this technology represents for Fidelity Investments.

From 2007-2015 Mr. Stern was responsible for the oversight of all product strategy, product development and program management for FidelityLabs.com and Fidelity.com/beta. Products launched under his leadership include Fidelity's first iPhone App, and launching Fidelity on Facebook and Twitter.

Previously with Fidelity, Mr. Stern acted as group creative director for PI Fidelity Advertising Agency from 2004 to 2007. In his role, he managed a team of designers and writers responsible for developing and implementing various interactive creative products for the firm's advertising needs. From 2001 to 2004, Mr. Stern was the interactive art director for PI Fidelity Advertising Agency where he was responsible for the development, design and drive of Fidelity's visual advertising mediums.

Prior to joining Fidelity in 2001, Mr. Stern was a director of experience at Razorfish beginning in 1999, after joining the company as a senior designer in 1998. He was a graphic designer at Rykodisc from 1998 to 1999 and began his career with Malcolm Gear Designers in 1997.

In 2004, Mr. Stern authored the book *iPod and iTunes Hacks* through the O'Reilly Media Group. He is also the patent holder of 10 patents for FMR.

Mr. Stern received his bachelor of arts degree in liberal arts and creative writing from Concordia University in 1994 and his bachelor of fine arts in graphic design from the Rhode Island School of Design in 1997.