John M. Longo, Ph.D., CFA
100 Rockefeller Road, Room 5129
Piscataway, NJ 08854
Phone: 848-445-2306
E-Mail: JLongo@business.rutgers.edu

SUMMARY: Globally recognized as an expert in Investments, Behavioral Finance, Hedge Funds, and Portfolio Management. Wrote bestselling book, *The Art of Investing: Lessons from History's Greatest Traders* for TheGreatCourses.com. (Book peaked as the 26th bestselling book out of roughly 200,000 titles on Audible.com). My research has been cited in the curriculum that is required reading for all CFA candidates. Media appearances on CNBC, Bloomberg TV, Bloomberg Radio, Fox Business, BBC World, (Ron) Insana Quotient and WSJ.com (video); quotes in *The Wall Street Journal, Barron's, Bloomberg, CNBC.com, The New York Times, Thomson Reuters, U.S. News & World Report, Dow Jones MarketWatch* and dozens of other periodicals.

Chief Investment Officer (CIO) and Portfolio Manager for Beacon Trust, a $2.3 billion registered investment advisor. Beacon is owned by Provident Financial Services (NYSE:PFS), founded in 1839. Also Visiting Professor of Finance at EMBA-Global Asia, the joint international Executive MBA Program of Columbia University, London Business School, and the University of Hong Kong (Winter, 2015 – Present). The *Financial Times* ranked this program as the 2nd best global EMBA program in the world in 2017. Former Advisory Board member of Bloomberg's educational subsidiary (Bloomberg Institute). Former Vice President at Merrill Lynch. Led Rutgers students for a personal meeting with Warren Buffett on 4 separate occasions in Omaha, Nebraska.

WORK EXPERIENCE

RUTGERS BUSINESS SCHOOL — Newark / New Brunswick, NJ

Professor of Practice / Lecturer / Adjunct Professor of Finance — June 1993- Present

Rutgers is the 8th oldest college in the United States (founded in 1766) and one of the largest (67,000+ students) in North America.

** Clinical Associate Professor appointment was effective July 1, 2007; (Full) Professor appointment was effective July 1, 2013*

- Taught courses in Portfolio Management, Asset Pricing & Portfolio Analysis, Security Analysis & Trading, Applied Portfolio Management, Portfolio Theory, Investments, Investment Banking Analysis, Futures & Options, Financial Markets & Instruments, Introduction to Finance, International Capital Markets, Financial Planning, Hedge Funds, Overview of Financial Markets, and Corporate Finance.
- Named the inaugural winner of The Dean's Award for Teaching Innovation at the Rutgers Business School in 2005.
- Winner of Dean's Meritorious Teaching Service Award, 2010, 2011
- Faculty Advisor for CFA Institute Global Investment Research Challenge.
  - RBS has won the NY Regional and placed in the Final 4 (out of 500+ schools) globally 4 times.
- Received among the highest student evaluations in the business school (typically 4.5+ out of 5).

- Active in providing mentoring and career counseling services to many RBS students and alumni.
- Taught International Executive MBA courses in Singapore and Beijing and Shanghai, China.
- Applied Portfolio Management Class (an innovative course where students help manage real money) featured in several newspaper and magazine articles.
  - Portfolio has substantially outperformed the market since its inception and earned more than $100,000 in profits for the Rutgers Business School.
- Supervised / directed research for over 1000 stock reports (1995 – present).
- Member of the Teaching Innovation Committee of the Rutgers Business School 2007-2016. Two periods as Committee (Co) Chair.
- Advised more than three-dozen students on Independent Study projects.
- Active in Business School fundraising / development activities, meeting with key alumni.
- Faculty Advisor for four separate trips leading Rutgers Business School students to a meeting with billionaire Warren Buffett in Omaha, Nebraska.
  - As a reference point, a 2012 and 2016 charity lunches with Warren Buffett sold for $3.5 million.
- Designed (with now NJ Senator Cory Booker) and lectured in program designed to teach Newark High School students about the financial markets, Fall 2005.
- Designed (and serves as one of the instructors for) “Program in Pharmaceutical Management” with Ben Sopranzetti and Mahmud Hassan.
  - Program generates tens of thousands of dollars per year for Rutgers Business School.

COLUMBIA UNIVERSITY / LONDON BUSINESS SCHOOL / UNIVERISTY OF HONG KONG New York, London, and Hong Kong
Visiting Professor of Finance Winter 2015 – Present

- Visiting Professor of Finance at EMBA-Global Asia, the joint international Executive MBA Program of Columbia University, London Business School, and the University of Hong Kong, one of the top ranked MBA programs in the world. (Ranked #2 global EMBA program by the *Financial Times* in 2017.)
- Instructor in the core Capital Markets & Investments class.

BEACON TRUST / PROVIDENT FINANCIAL SERVICES
THE MDE GROUP and ACERTUS CAPITAL MGT Morristown, NJ and New York, NY
Chief Investment Officer & Portfolio Manager* October 2002 – Present
** Original appointment was as VP of Investment Strategy in 2002.*

- Beacon Trust purchased the MDE Group and Acertus Capital Management in 2015.
- Beacon has approximately $2.3 billion under management for high net worth investors.
- Co-Portfolio Manager of $500 million in publicly traded mutual funds.

- The MDE Group had been consistently rated as one of the best registered investment advisors (RIA) in America.
  - Ranked # 4 in the USA by *Barron's* in 2007 and 2006, and within the Top 50, 2006 – present.
  - Also ranked among the best in the USA by *Bloomberg Wealth Manager* and *Worth* for 9 consecutive years.
- Helped design customized investment solutions for clients ranging in wealth from $3 million to $200+ million.
- Invited speaker at many conferences across the country (e.g., New York, Las Vegas, Newport, Atlanta, etc.) delivering Beacon's / MDE's / Risk 3.0's thought leadership across a range of financial topics.
- (Ghost)writer for *Forbes* online columns, in conjunction with MDE's CEO, Mitchell Eichen (2010-2012).

CLIFF HOUSE CAPITAL MANAGEMENT / CYBORG CAPITAL MANAGEMENT, LLC
Founder and President March 2000- Present

- Consultant to investment management, financial planning, financial training, quantitative equity trading firms, and other firms / governments.
  - Clients for consulting and financial training activities include(d) Morgan Stanley, BlackRock, JP Morgan, Bank of America, Citigroup, Prudential, Bank of China, Bank of Portugal, National Bank of Kuwait, Bermuda Monetary Authority, Morgan Keegan, Shinhan Financial Group, Huarong Asset Management, FactSet / DealMaven, EuroMoney, DC Gardner, Bloomberg, Educational Testing Service (ETS), NY Society of Security Analysts, The Spaulding Group, Automated Trading Desk, Intuition, Alexander Hamilton Financial Technologies, and ASPE Inc.

MERRILL LYNCH & CO., INC. Plainsboro, NJ
Vice President, Management Science Group March 1997 - Feb 2000

- Member of an international award-winning (1997 INFORMS Prize) group for Management Science.
- Named a Vice President within two years of joining the firm.
- Created (with other colleagues) quantitative investment products *(Merrill Lynch Strategy Power)* that eventually raised over $1 billion in managed account assets for the firm.
- Managed approximately $3 million of capital for both the firm and a high net worth client of the firm with excellent results.
- Provided strategic management consulting services to executive management.

RUTGERS UNIVERSITY New Brunswick, NJ
Research Assistant in Finance Department Fall 1991- Spring 1995

- Conducted research for internationally recognized scholars in Finance *(Lawrence Fisher & Cheng F. Lee).*

MERCK & COMPANY, INC Rahway, NJ
Systems Developer & Programmer Intern Summer
1990

- Assisted executives in world headquarters with computer related issues.

AT&T BUSINESS MARKETS GROUP East Brunswick, NJ
Business Analyst Intern Summer 1989

- Worked on WATS 1-800 system of business accounts.

SAMPLE MEDIA

- TV / Radio: CNBC, Bloomberg TV, Fox Business, BBC World, (Ron) Insana Quotient, National Public Radio, Bloomberg Radio, TEDx, GreatInvestors.TV
- Periodicals: *The Wall Street Journal*, *Barron's, Thomson Reuters, Dow Jones MarketWatch*, *The New York Times, U.S. News & World Report, CNBC.com, Chicago Tribune, Star Ledger, Forbes* online (ghostwriter), + dozens of other periodicals.

EDUCATION

PhD/MBA in Finance, Rutgers University School of Management, Newark, NJ July 1995.

B.A. in Economics and Computer Science, Rutgers College, New Brunswick NJ, May 1991.

DealMaven Certificate in Financial Modeling, 2007.
DealMaven Certificate in Leveraged Buyouts (LBOs) / Leveraged Finance, 2008.

5-Year Continuing Education Certificate for CFA Charterholders.

- Awarded (in 2002) by the Association for Investment Management & Research (AIMR), administrator of the CFA Program.

THESIS

Selecting Superior Securities: Using Discriminant Analysis and Neural Networks to Differentiate Between "Winner" and "Loser" Stocks.

RESEARCH

J. Longo and M. Long, "Using Neural Networks to Differentiate Between Winner and Loser Stocks", *The Journal of Financial Statement Analysis*, Winter 1997, Vol. 2, No. 2, pp. 5-15.

- Lead Article in a peer reviewed *Institutional Investor* publication.

MENSA, THE INTERNATIONAL HIGH I.Q. SOCIETY Central NJ Chapter
Personal Finance Columnist May 1996- 2003

- Writer of a personal finance column called *Intelligent Investing* for the Central NJ Mensa periodical *FORVM.* Selected columns have been reproduced in other Mensa periodicals and on the national website.
- Published 45+ columns.
- Lectured on investment strategies at Mensa gatherings.

The Cyborg Capital Investment Newsletter (February, 2002 – January 2003)

- "Wall Street" type Fundamental Analysis and Market Commentary.
- Investment recommendations (e.g., ARM Holdings plc) in *Newsletter* substantially outperformed the market over all short- and long-term periods.
- Twelve back issues available upon request.

M. Pompian and J. Longo, "A New Paradigm for The Practical Application Of Behavioral Finance: Correlating Personality Type And Gender With Established Biases", *The Journal of Wealth Management*, Fall 2004. This article also appeared in *The Guide to Integrated Wealth Management* (Ed. Jean Brunel), Institutional Investor: Spring 2004.

- Paper was also presented at an Institutional Investor conference in Fall 2003.
- Paper was selected as the lead article in Fall 2004 issue of *The Journal of Wealth Management.*

* The MDE Group Investment Committee, "A Look Ahead at the Year Ahead – Ten Investment Themes for 2004 and Our Five Strategic Wealth Management Themes to Capitalize on Them," January 2004.

*** Note:** All research conducted for The MDE Group or Acertus Capital Management was web published (www.mdegroup.com or www.acertuscap.com) and sent to more than 200 clients / prospective clients.

J. Longo, "Municipal Bonds – Still A Safe Haven?" The MDE Group, February 2004.
- Presentation was delivered to a group of high net worth prospective clients at the Madison Inn, Morristown, NJ, February 2004.

J. Longo, "The Case For Active Management" The MDE Group, April 2004.
- Presentation was delivered to several groups of high net worth prospective clients from April 2004-present.

J. Longo & M. Eichen, "Strategies For a Rising Interest Rate Environment" The MDE Group, May 2004.

J. Longo & M. Eichen, "Aftermath of Interest Rate Shock" The MDE Group, June 2004.

J. Longo & M. Eichen, "Taking the Awe Out Of Market Shocks" The MDE Group, August 2004.

M. Pompian and J. Longo, "The Future Of Wealth Management: Incorporating Behavioral Finance Into Your Practice", *The Journal of Financial Planning*, Spring 2005.
- Paper argues that the best investment plan is not one that the portfolio optimizer produces, but rather the plan that a client can adhere to that also has a low probability of underperforming their long-term goals.
- *The Journal of Financial Planning* is the official journal of the Financial Planning Association.

The MDE Group Investment Committee, "A Look Ahead at the Year Ahead – Ten Investment Themes for 2005 and Our Five Strategic Wealth Management Themes to Capitalize on Them," January 2005.

J. Longo & M. Eichen, "Fixed Income Alternatives" The MDE Group, April 2005.

M. Eichen and J. Longo, The Future of Hedge Funds: Five Emerging (published on the website of the *Journal of Financial Planning*), January 2006.

- *Our study has been cited by MarHedge, a leading hedge fund periodical.*

M. Eichen and J. Longo, "Investor Mistakes 101", *Financial Planning*, February 2006.

M. Eichen, J. Longo and G. Myers, "Client And Advisor Evolution: Ten Guidelines For Effectively Navigating Change In The Financial Planning Environment." (working paper, 2006)

The MDE Group Investment Committee, "A Look Ahead at the Year Ahead – Ten Investment Themes for 2006 and Our Four Strategic Wealth Management Themes to Capitalize on Them," January 2006

J. Longo, "Best Practices In Investment Management For Small Sized Endowments and Foundations", white paper published by The MDE Group, September, 2006.

The MDE Group Investment Committee, "A Look Ahead at the Year Ahead – Ten Investment Themes for 2007 and Our Five Strategic Wealth Management Themes to Capitalize on Them," January 2007

The MDE Group Investment Committee, "A Look Ahead at the Year Ahead – Ten Investment Themes for 2008 and Our Four Strategic Wealth Management Themes to Capitalize on Them," January 2008

The MDE Group Investment Committee, "A Look Ahead at the Year Ahead – Ten Investment Themes for 2009 and Our Four Strategic Wealth Management Themes to Capitalize on Them," January 2009

Co-author / Editor of book entitled *Hedge Fund Alpha: A Framework For Generating And Understanding Investment Performance.*

- Published by World Scientific Press, April 2009. *(317 pages)*
- Authored or co-authored 10 of 15 chapters; edited 5 remaining chapters.
- Received positive review from journals, *Financial Analyst Journal* and *The Investment Professional.*
- Received grant from FactSet / DealMaven in partial support of this work.

J. Longo, "Benchmarks for Alternative Investments," *Proceedings of the Performance Measurement Attribution & Risk Conference*, May, 2009.

Wealth Leadership™: The Evolution Of High Net Worth Portfolio Management, white paper published by The MDE Group, November, 2009.

J. Longo, "Liquidity Adjusted Returns and Performance Measures: Synching Public and Private Fund Performance," *Journal of Performance Measurement*, Winter 2009.

The MDE Group Investment Committee, "A Look Ahead at the Year Ahead – Ten Investment Themes for 2010 and Our Four Strategic Wealth Management Themes to Capitalize on Them," January 2010.

J. Longo, "Risk Management for Hedge Funds," *Proceedings of The Performance Measurement Attribution & Risk Conference*, May, 2010.

J. Longo and M. Eichen, "Risk 3.0 and the New Market Realities," *Marcus Evans Private Wealth Management Summit*, Las Vegas, NV, December, 2010.

J. Longo and M. Eichen, "The Risk List 2011," web published at www.mdegroup.com, January 2011.

M. Eichen and J. Longo, "Risk 3.0™: Investment Solutions for the New Market Realities," *Advisor Perspectives*, April 9, 2011.
http://www.advisorperspectives.com/commentaries/mde_40811.php

J. Longo, "Risk 3.0: A New Risk Approach for Private Wealth Management," *Proceedings of The Performance Measurement Attribution & Risk Conference*, May, 2011.

J. Longo, "A Framework for Evaluating Hedge Fund Risk," *Journal of Performance Measurement*, Winter 2011/12, pp. 8-18.

- Lead article

J. Longo and M. Eichen, "The Risk List 2012," web published at www.mdegroup.com, January 2012.

The MDE Group Investment Committee, "A Look Ahead at the Year Ahead – Ten Investment Themes for 2012 and Our Four Strategic Wealth Management Themes to Capitalize on Them," January 2012.

J. Longo, "Hedge Funds: Overview, Strategies, and Trends" *Handbook of Financial Econometrics and Statistics*, Springer, 2012.

J. Longo and M. Eichen, "Hedge Funds, an Expensive Way to Lose Money", webcast and published at www.acertuscap.com , March, 2012.

J. Longo and M. Eichen, "A Market in Denial Risks that Will Not Go Away", webcast and published at www.acertuscap.com , April, 2012

J. Longo and M. Eichen, "Getting Client Cash off the Sidelines", webcast and published at www.acertuscap.com , May, 2012.

J. Longo, "What We Know and Don't Know about Risk," *The Proceedings of The Performance Measurement Attribution & Risk Conference*, May, 2012.

J. Longo and M. Eichen, "Investing in a Slow Growth Environment", Presented to the Financial Planning Association of Connecticut, May 2012.

J. Longo, "Hedge Fund Risk," Keynote Presentation, *Performance Measurement Forum*, Dublin, Ireland, June 21, 2012.

J. Longo and M. Eichen, "A Correction Prediction Rings True as Economic Headwinds Persist", webcast and published at www.acertuscap.com, July, 2012.

J. Longo and M. Eichen, "The Recent Death of the Modern Portfolio Theory", Presented to the Financial Planning Association of Georgia, August, 2012.

J. Longo, "Hedge Funds" (Chapter in *Investor Behavior -- The Psychology of Financial Planning and Investing),* edited by C.F. Lee, published by Springer, 2013.

J. Longo, "Trading and Investment Strategies in Behavioral Finance" (Chapter in *Investor Behavior -- The Psychology of Financial Planning and Investing),*edited by K. Baker and V. Ricciardi, published by John Wiley & Sons in 2014.

M. Eichen and J. Longo, "A New Market Sentiment Indicator", *Journal of Indexes,* April, 2014.

J. Longo, "Behavioral Finance and Risk," *The Proceedings of The Performance Measurement Attribution & Risk Conference*, May, 2015.

J. Longo, "Lessons on Risk and Return from History's Greatest Investors," *The Proceedings of The Performance Measurement Attribution & Risk Conference*, May, 2016.

Created / delivered bestselling book / course, *The Art of Investing: Lessons from History's Greatest Traders* for TheGreatCourses.com.

- Course is available online at iTunes, Netflix, and Amazon Prime, as well as in DVD / Audiobook and hardcopy formats from TheGreatCourses.com
- Course peaked at 26th bestseller out of roughly 200,000 books on audible.com.

J. Longo, "Lessons on Risk and Return from History's Greatest Investors: Part 2," *The Proceedings of The Performance Measurement Attribution & Risk Conference*, May, 2017.

EDITORIAL BOARDS

Inaugural Member of the Editorial Board for *The Investment Professional*, the flagship publication of the New York Society of Security Analysts. (2008 – 2010)

- Helped set strategic direction of the Journal and referred several articles.

- Member of Editorial Board for the *Journal of Performance Measurement.* (2009 – Present)

- Member of Editorial Board for the *Journal of Financial Planning and Forecasting* (2007 – Present)

- Referee for *The Review of Quantitative Finance and Accounting* and *Review of Pacific Basin Financial Markets and Policies* (2006 – Present)

- Ad-hoc reviewer for Columbia University Press (June, 2015 – present). Reviewed two book proposals on investment management.

TEACHING EXPERIENCE

Rutgers Business School Courses (EMBA, MBA & Undergraduate):

- Portfolio Theory
- Applied Portfolio Management *(students help manage real money*)
- Asset Pricing & Portfolio Analysis
- Investment Banking Analysis (formerly known as Business Valuation)
- Hedge Funds *(developed new elective, commenced in Fall 2011)*
- International Capital Markets & Hedge Funds
- Security Analysis & Trading
- Investments
- Futures & Options
- Financial Markets & Instruments
- Corporate Finance
- Financial Management / Introduction to Finance
- International Capital Markets
- Financial Analysis, Planning, & Forecasting
- Overview of Financial Markets

Executive Education:

Experienced at providing executive education at all levels, from Analysts and Associates to CEOs and Board Members.

- Course Director for Euromoney / DC Gardner (2008 – present)
  - Delivered programs on a variety of financial topics for clients / delegates in North America, Europe, and Asia.
  - <u>Examples:</u> Bermuda Monetary Authority, National Bank of Kuwait, Banco Português de Investimento (Portuguese Investment Bank), SEC of Ghana, Citigroup.

- Taught *Financial Management* in Singapore and Beijing & Shanghai, China to a group of high-level executives as part of Rutgers' International Executive MBA Program. (Fall 2000 – present). Taught modules on Investment Management and Hedge Funds for domestic EMBA program.

- Designed / Taught "Global Financial Markets" module as part of the Rutgers / Center for Management Development "Mini-MBA" Program. (Fall 2002 – 2015).
  - The faculty for the "Mini-MBA" program are "hand picked" from among the best teachers at the Rutgers Business School.
  - Also teaching the "Investments" and "Financial Instruments" modules in the Mini-MBA in Finance Program.

- Designed / Taught "The Internet As The Ultimate Securities Analyst's Tool" for The New York Society of Security Analysts (July 2001 – present).
  - Among the highest rated presentation in the history of the NYSSA Executive Education Forum.
  - Presentation has been attended by over 200 Fund Managers / Analysts and 300+ MBA / Undergraduate Students from Columbia, NYU, Yale, Rutgers, Fordham, Baruch, St. John's, Pace, and Seton Hall.

- NY Society of Security Analysts: "After-Tax Asset Allocation" (January 2002)
  - Designed / Co-Chaired Seminar with Stanley Lee and Ann Barber.

- NY Society of Security Analysts: "Behavioral Finance" (October 22nd, 2002).
  - Designed / Co-Chaired Seminar with Jonathan Bergner and Michael Pompian.
  - Keynote speakers were David Dreman of *Forbes* / Dreman Value Management and Jason Zweig of *Money* magazine.

- NY Society of Security Analysts: "Proactive Tax Strategies For Investors." (July 27th, 2004).
  - Designed / Chaired Seminar.

HONORS

- Completed PhD/MBA program in ≈ 4yrs
- One of only 2 students out of 35,000+ to double major in Economics & Computer Science.
- College Honors and Departmental Honors in Economics & Computer Science.
- Completed Henry Rutgers Honors Thesis: *An Empirical Study of Mutual Funds*.
- Rutgers College Merit Scholarship *(+ several other scholarships & honors).*
- Treasury Management Association of NJ Scholarship

ACTIVITIES & INTERESTS

- CFA Charterholder (1998 – present)
- Program Director, Rutgers – CFA Institute Partnership (2009 – present)
- Member, The CFA Institute (CFA).
  - Sponsored many Rutgers students for the CFA Exam saving approximately 15 students per year each $1200 in exam fees.
- Member, CFA Society of New York, 2000 – present.
- Member, NYSSA High Net Worth / Private Wealth Management Committee.
- Member, NYSSA Education Taskforce for High Net Worth Investors.
  - Group honored with Special Achievement / Volunteer of Year Award, 2002.

- Member, Mensa, The International High I.Q. Society (1993-present)
- Member, Financial Planning Association (2011 – Present)
- Established the Fisher, Long, Whitcomb Award for Teaching Excellence at Rutgers University in 1997.
    - $30,000+ awarded since inception to PhD Students who have demonstrated teaching excellence in the classroom.
- Established the Brick-Whitcomb Prize for Research Excellence at Rutgers University in 2003.
    - $10,000+ awarded since inception to MBA Students who submitted the best stock reports in the capstone MBA class, *Applied Portfolio Management*.
- Established Ben Sopranzetti Prize, awarded to students who do the most to help other students obtain "front office" jobs.
    - $20,000+ awarded in total from prize money earned by student teams that I supervised in case study competitions.
- Rutgers Faculty Advisor for Johnson & Johnson Case Study Competition.
    - Rutgers' 2007 team placed 1st nationally.
    - Rutgers' 2005 team placed 2nd nationally.
- Rutgers Faculty Advisor / "Coach" for CFA Institute Global Investment Research Challenge.
    - Rutgers' 2015, 2011, 2010 and 2008 teams placed 1st in the NY Regional competition, outperforming dozens other leading business schools in the Tri-State area, and among the Top 4 in the world (500+ schools).
        - Teams rang closing bell at NASDAQ each year.
        - 2008 Team Interviewed on Fox Business News with Alexis Glick on April 21st, 2008.
        - 2011 Team Interviewed on Bloomberg TV by Lisa Murphy, June 29, 2011.
    - Rutgers' 2007 team placed 2nd in the NY Regional competition.
    - Rutgers' 2009 team placed 3rd in the NY Regional competition.
    - Rutgers' 2010 team placed 2nd in the NY Regional competition.
    - Rutgers teams have reached the "Final 4" 7 out of 9 years.
- Faculty Advisor, Rutgers Sales & Trading Club
- Faculty Advisor, Scarlet Capital Management
- Faculty Advisor, Rutgers Analyst Magazine
- Session Chair for Rutgers Business Conference on Financial Innovation.
- Collector of antique and high-performance sports cars.
- Avid participant in and fan of most sports.
- Extensive world traveler (Asia, Europe, North America)

REFERENCES Distinguished Academic and Business References Available Upon Request