

**BIOGRAPHY**

**Kevin Mulhern**

**CEO and Co-founder**

As CEO and Co-founder of AdvisorStream, Kevin Mulhern is one in a new breed of entrepreneur re-shaping the landscape of the financial marketing services industry, launching it into the age of curated, personalized, relevant and compliant multimedia content in line with the values and financial and personal interests of investing clients.

In his role at the helm of a global leader in automated marketing and communications platforms, Mulhern drives innovative digital solutions, client engagement and growth to support AdvisorStream’s thousands of financial advisors and a roster of more than 350+ broker-dealers and independent networks throughout the U.S., Canada and the U.K.

Under Mulhern’s leadership, AdvisorStream today successfully automates millions of highly personalized communications each week in newsletters, email campaigns, social media, websites, blogs and client portals, ensuring compliance with FINRA and SEC copyright, privacy and spam laws.

Among his biggest accomplishments, Mulhern is the propelling force behind the award-winning and highest-rated automated marketing platform’s partnerships and evolution of content solutions with the world’s leading publishing networks. The service ensures all content for its worldwide advisor network is fully licensed and that each publisher’s copyright is respected, making AdvisorStream the first and only marketing platform that fully marries the world’s most sought-after editorial content to the authors who create it.

Mulhern is also responsible for strategic partnerships with global-leading wealth-tech providers. Through these partnerships, new digital tools enable advisors for the first time to intelligently deliver personalized content that matches 1-to-1 with the financial interests, life events, and lifestyles of each client. These partnerships position AdvisorStream to lead the way in meaningful advisor/client communications.

Mulhern is also spearheading AdvisorStream’s entry into new and emerging multi-language and multi-use content marketing around the world, broadening its offerings to include the banking, real estate, mortgage, insurance, and other verticals.

In the more than 20 years Mulhern has been developing solutions for advisors to create efficiencies, streamline workflows and bolster measurable new business, he has acquired a robust understanding and hands-on skillset in new media, big data and web-based services. Prior to launching AdvisorStream, Mulhern managed the design, build and deployment of digital tools for TD Waterhouse, Morgan Stanley, and Richardson GMP, where he became a partner.

A graduate of the University of Western Ontario in Economics and Finance, Mulhern completed post-graduate studies in IT project management at the University of Toronto. He is a Canadian silver medalist in cross-country running, Canadian bronze medalist in track and field (3,000-metres), and an Ontario OMHA provincial hockey champion.

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