



November 9, 2011

Fiserv Names Cheryl Nash President, Investment Services

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Cheryl Nash has been named President of its Investment Services division.

With 28 years of service with Investment Services at Fiserv, Nash brings a strong track record of industry leadership, technology expertise and commitment to serving clients to this role. She has managed strategic functions in the organization and was instrumental in the development of multiple strategy portfolios, more commonly known today as unified managed accounts (UMAs).

"Cheryl has been the consummate catalyst for growth in the managed accounts solutions and wealth management industry," said Mike Gianoni, Group President, Financial Institutions Group, Fiserv. "Under her leadership, we are confident that Investment Services at Fiserv will accomplish its business goals. Cheryl is well-known and highly regarded within Fiserv and throughout the industry including recognition for industry-wide initiatives."

Nash played significant roles in the acquisitions of Upstream Technologies and AdviceAmerica, providing Fiserv clients with an integrated model management environment and financial advice and planning technology, respectively. She has been the driving force behind the Fiserv convergence strategy for Investment Services, which comprises many initiatives that are on track to deliver an integrated wealth management solution; a single managed-account platform; and an aggregated view of client assets and liabilities for a more robust Unified Managed Household (UMH) experience for Fiserv clients.

Nash was the 2009 recipient of the Money Management Institute's (MMI) prestigious Pioneer Award, which embodies MMI's mission to serve as an advocate and catalyst for growth in the managed accounts and wealth management industry. Nash has also served as co-chair of MMI's Technology and Operations Committee, which supports industry growth across Managed Accounts. She began her career as one of the first employees at Security APL, later CheckFree Investment Services, which was acquired by Fiserv in December 2007.

Fiserv designs technology to drive operational efficiencies for the wealth management industry. This technology allows its clients to manage the many areas of their wealth management business on its single, Unified Wealth Management Platform, which integrates front-, middle- and back-office technology. With its recent acquisition of CashEdge, Fiserv is in an even better position to deliver on the vision of the Unified Managed Household (UMH), which requires the aggregation of separate account data for a single view of each investor's total household wallet. From its experience as the industry leader in managed accounts, Fiserv has also developed a new product-agnostic managed account platform on which all programs (UMA, MFA, SMA, ETFs) can be managed.

Additional Resources

- | Find Cheryl Nash on LinkedIn - <http://linkd.in/tEw1DA>
- | Cheryl Nash's headshot is available at — <http://bit.ly/v1XmP0>
- | Follow Cheryl Nash on Twitter - <http://twitter.com/cherylnash2>
- | Investment Services - http://www.fiserv.com/sol_investment.htm

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry. Fiserv is driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For six of the past eight years, Fiserv ranked No. 1 on the FinTech 100, an annual international listing of the top technology providers to the financial services industry. For more information, visit www.fiserv.com.

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