



# LEHIGH UNIVERSITY

Center for Financial Services at the College of Business and Economics

and

Visiting Lecturers Committee

present

~ **BRAD KATSUYAMA, CEO of IEX** ~

**Tuesday, March 21, 2017 | 7:30 PM | Baker Hall | Zoellner Arts Center**

**Doors open at 7:00 PM**

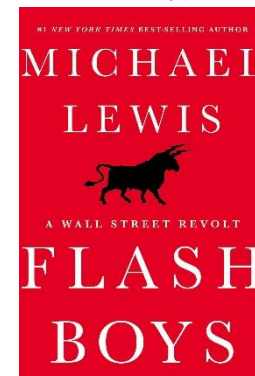
**Free | No tickets required**



**ABOUT BRAD KATSUYAMA:** Referred to as the most powerful person on the market floor by Michael Lewis, Brad Katsuyama is the subject of Lewis' latest best-seller, *Flash Boys: A Wall Street Revolt*—one of the most provocative books ever to hit the financial market. The story reveals how the practice of computerized high-frequency trading (HFT) has allowed certain Wall Street players to work the stock market to their advantage. As the former Head of Electronic Sales & Trading at RBC, Katsuyama noticed seemingly small discrepancies (often fractions of a penny) that, when compounded, were costing his clients and many other major market players millions of dollars. Brad uncovered the inner-workings of this computerized trading system, and was one of the first to draw attention to a practice that—as Lewis puts it—is “rigging the market.” Brad helped devise a plan to identify and correct the effects of HFT tactics with the creation of IEX, an upstart stock trading venue designed to institutionalize fairness through the use of technology.

#### WHY BRAD KATSUYAMA IS CAPTIVATING AUDIENCES

- Subject of Michael Lewis' critically acclaimed, best-seller *Flash Boys*, Brad Katsuyama is a truly inspirational figure of finance who has tackled the HFT controversy head on with clear insights and solutions.
- Brad Katsuyama left his high-paying job on Wall Street running a trading desk to do something many would consider radical— he founded IEX, the first ever stock market exchange owned by investors.
- In unprecedented fashion, Brad built a company and ideology that set out to fix a ‘rigged’ stock market and restore investor confidence.
- Brad walks audiences through what is wrong with the market and what IEX is doing to fix it.



This event is sponsored by the Lehigh University College of Business and Economics Center for Financial Services, the Visiting Lecturers Committee, and Zoellner Arts Center.



LEHIGH  
UNIVERSITY

COLLEGE OF  
BUSINESS AND  
ECONOMICS

CENTER FOR FINANCIAL SERVICES