Mark Ruloff

Mark is Director, Asset Allocation at Towers Watson Investment Services. He has over 30 years of experience working for such firms as The Travelers, Mercer, and Ernst & Young. He has worked on asset allocation studies for close to 20 years for hundreds of institutional investors with assets from $20 million to $100 billion. Within the last two years, he has worked on at least 15 asset allocation studies each involving assets of over $1B.

He has been quoted in the *Wall Street Journal*, *Forbes*, *Financial Times*, *Pension and Investments*, *Financial Week*, *US News and World Report*, *Treasury & Risk*, *CFO Magazine*, *CFA Magazine*, *Barron's,* *Employee Benefit News Canada*, *Fundfire*, *New York Times*, and *National Public Radio*. He is known worldwide and has been quoted by other actuaries in the *North American Actuarial Journal*, *The Actuary* in the UK, and *Actuary* in Australia.

Mark has written over ten articles and manuscripts, including: "Pension Plan Asset Allocation Optimization", *Financial Technology*, a Publication of Institutional Investor, Inc., June 1999, "Keys to a Pension Plan Asset Liability Study" Association of Financial Professionals *Risk,* Sept 2011, "Asset and Risk Allocation in Pension Plans", *Contingencies*, July/August 1999, "Letting Financial Economics Drive the Development of Transparent Accounting And Contribution Requirements", Society of Actuaries, June 2003, "Is Dynamic Asset Allocation Always a Good Move?", *Contingencies,* May/June 2004 and "Defined Benefit Plans are More Successful with Bonds", SOA *Pension Section News*, Sept 2004.

Mark is a frequent speaker and has spoken at Institutional Investors meetings, Investment Management Institute Endowment and Foundation forums, Pension and Investment meetings, P&I's Endowment & Foundations Symposium, Society of Actuaries meetings, Enrolled Actuaries meetings, Association of Financial Professionals meetings, UBS PaineWebber's Masters Level 500 Program, Conference of Consulting Actuaries meetings, AllianceBernstein Symposium, Barclays Capital Agency Conference, Morgan Stanley's and State Street's Client Conference.

Mark is a Fellow of the Society of Actuaries, an Enrolled Actuary and a Chartered Enterprise Risk Analyst. Mark is a member and former Chair of the Joint Academy/Society of Actuaries Task Force on Financial Economics and the Actuarial Model.