

Kevin Robins

CEO, MidAtlantic Employers' Association

Kevin is a strategic executive with over 20 years of hands-on experience in legal, financial and business services. He has helped develop transformational business and market strategies through a unique blend of technical knowledge, direct market experience and an ability to analyze complex issues and create innovative end to end product solutions.

Prior to joining MEA in 2012, Kevin spent 15 years with SEI Investments, a NASDAQ company focused on financial and investment business process services. He was named General Counsel at the age of 32 and managed a 20 person legal team as well as multiple outside law firms as the company executed tremendous transformational growth strategies: from investment consulting to manager of managers and from technology only to business process outsourcing. The Legal team also supported the globalization into Latin America, Asia and Europe of their business lines during this time. During this eight year period, SEI's annual revenues grew from \$160 Million to over \$600 million.

In 2000, while a Member of the SEI Executive Leadership Team, Kevin shifted roles to develop and launch a new offering for the Ultra High Net Worth market. This unit developed an innovative approach for wealthy families to manage their life and wealth through an integrated advice process. By 2006, the SEI Wealth Network had over 150 clients with more than \$6 million in revenue.

As a member of the Executive team, he also oversaw the creation of a centralized global investment product team that was responsible for product management for SEI's more than \$100 billion in assets under management. This team successfully developed and launched innovative investment programs based on behavioral investing, created alternative investment capabilities and consolidated vendor and operational platforms resulting in more than \$5 million of annualized cost savings.

From 2007 through 2010, Kevin pursued his own entrepreneurial interests by opening a children's cooking school with his wife and consulting with several businesses. He started his career as a law clerk to a federal judge and as a business and finance attorney with Morgan, Lewis and Bockius, one of the country's largest law firms.