

# NEWS

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**Softlab360**  
Engineering Ideas Since 2000

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## **Henry Zelikovsky of Softlab360 to Speak on AI Use and Best Practices in the Financial Services Industry**

*WealthTech experts will discuss AI realities and  
provide real-world success stories*

**NEW YORK, NY (July 10, 2024)** – [Softlab360](#), an end-to-end software development and engineering company based in the United States, today announced the participation of [Henry Zelikovsky, Chief Executive Officer](#), in the upcoming [Ezra Group](#) webinar, “Moneyball for AI: How Wealth Management Firms Can Get The Most Bang for Their AI Bucks” happening Tuesday, July 23, 2024, at 2:00 p.m. Eastern Time (ET).

### **WEBINAR WILL EXPLORE DATA-DRIVEN STRATEGIES TO EXPAND ROI**

Zelikovsky will showcase his thirty plus years of experience in software development as a panelist for the upcoming webinar, [Moneyball for AI: How Wealth Management Firms Can Get The Most Bang for Their AI Bucks](#). The virtually-assembled panel will focus on artificial intelligence (AI) in wealth management.

This webinar will equip attendees with the knowledge and tools necessary to leverage AI in their financial institutions and wealth management firms. The panelists will delve into the various ways AI is revolutionizing the world of financial services. From enhancing investment decision-making to delivering personalized services to clients, the potential applications are vast and transformative.

The panel of industry leaders will be moderated by [Craig Iskowitz, CEO of Ezra Group](#), and will feature alongside Zelikovsky the following panelists:

- [Lee Davidson, Chief Data and Analytics Officer, Morningstar](#)
- [Dani Fava, Chief Strategy Officer, Carson Group](#)

### **Key topics that will be covered in this webinar include:**

- Exploring how “Moneyball” principles help firms maximize investments in technology

- Utilizing data analytics to uncover hidden opportunities in portfolio construction, risk assessment, client segmentation, and personalized financial advice
- Discovering practical strategies to effectively allocate budgets, measure ROI, and scale up successful initiatives

The webinar presents a unique opportunity for financial professionals to explore the practical applications of AI in wealth management. Attendees will gain valuable insights and actionable knowledge that will enable them to enhance their financial strategies and provide superior services to their clients.

**LIVE** WEBINAR

## Moneyball for AI: How Wealth Management Firms Can Get The Most Bang for Their AI Bucks

Presented by Ezra Group

Tuesday, July 23  
2 to 3 p.m. EST


[Register now →](#)



**Dani Fava**  
Chief Strategy Officer  
Carson Group



**Lee Davidson**  
Chief Data & Analytics Officer  
Morningstar, Inc.



**Henry Zelikovsky**  
CEO  
Softlab360



**MODERATOR**  
**Craig Iskowitz**  
CEO & Founder  
Ezra Group

“We’re excited to have this all-star cast of experts to discuss the latest trends in AI for wealth management,” Iskowitz said. “If you’re looking to stay up to date on the latest AI, you need to attend this webinar.”

**The webinar is free and open to anyone interested in attending. To register, click here:** <https://ezragroup.com/moneyball-for-ai-july-2024-registration/>

### ABOUT SOFTLAB360

Softlab360, formerly Starpoint Solutions, has been engineering ideas since 2000. Led by CEO and founder Henry Zelikovsky, a veteran in the software development and engineering space, the company is based in the United States, with offices in Ukraine and Romania. With a world-class

team of software engineers, Softlab360 specializes in helping companies digitally transform themselves through the creation of products and applications that take their businesses to new levels. Softlab360 possesses business and organizational knowledge of the financial services industry. With their deep domain expertise, they provide comprehensive solutions for wealth management, electronic trading and payments, banking and lending, and other organizations. Client case studies and additional information are available at <https://www.Softlab360.com>.

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