

Executive Management Profile



Steven H. Reiff

Senior Vice President
National Director - Investment Advice,
Analytics and Solutions
BNY Mellon Wealth Management

Steven Reiff is the national director of investment advice, analytics and solutions for BNY Mellon Wealth Management. In this role, he oversees design of the investment architecture, product strategy, product development and investment advisory functions of the organization. Mr. Reiff serves on the majority of the investment committees which are responsible for strategy, asset allocation and investment solutions for all clients. Steven has served individuals and families throughout his career in wealth management.

Before joining BNY Mellon, Mr. Reiff was a managing partner of Bank One's Investor Advisors' Wealth Management business, where he led the development of Bank One's decamillionaire practice. Earlier in his career, he assisted clients in their investments in alternative strategies and alternative asset classes including venture capital and hedge funds. Mr. Reiff's banking experience includes three years of international banking based in Europe.

Prior to his career in banking, Steven held positions in strategic planning and sales management in the information services business of IBM and Control Data Corporation.

Education

- Bachelor of Business Administration, Management, University of Notre Dame

Executive Responsibilities

- Investment Strategy Committee
 - Investment Policy Committee
 - Solution Strategy Committee
 - Equity Strategy Committee
- Alternative Investment Committee
- Hedge Fund Investment Committee
- Private Equity Investment Committee
 - International Investment Strategy and Solutions Committee
- Global Product Committee, BNY Mellon Asset Management