



## **BetaNXT Builds Momentum with Hiring of Industry Veteran Dan Ciavarella to Lead Sales & Relationship Management**

*Technology Firm Poised to Transform the Wealth Management Industry*

**New York, NY, September 13, 2022** – BetaNXT, the next wave in wealth management technology and outsourcing solutions, today announced that **Dan Ciavarella** is joining the company as Head of Sales and Relationship Management. A seasoned sales and marketing veteran, Mr. Ciavarella will report directly to BetaNXT Chairman and Chief Executive Officer **Stephen C. Daffron**.

“Wealth management firms are on the cusp of a once in a generation growth opportunity. BetaNXT provides an interconnected platform that enables firms to deliver a transformative wealth management experience,” said **Mr. Daffron**. “With his robust industry experience, leadership skills, and knowledge of our clients’ businesses, Dan is the ideal professional to solve their most demanding integration issues and drive the growth of our platform.”

Most recently head of sales for the Wealth Management Segment at Broadridge, **Dan Ciavarella** is a proven leader with a track record of success in building and developing teams to deliver results in both large global and small entrepreneurial wealth management businesses. With over 20 years of industry experience, he has held numerous senior leadership positions in product development, marketing and sales, delivering financial technology solutions to meet the needs of some of the largest firms in the industry.

“BetaNXT has remarkable industry reach, meeting the needs of industry-leading wealth management firms,” said **Mr. Ciavarella**. “Given the unprecedented market opportunity and the world-class team being assembled under Steve Daffron’s leadership, BetaNXT presents an exciting opportunity to play a key role in the next evolution of the wealth management industry.”

BetaNXT brings together proven wealth management solutions – Beta, Maxit and Digital Investor into a single, integrated platform. The BetaNXT approach to delivering frictionless wealth infrastructure combines intelligent, user-centric technology with deep industry perspective, and a best-in-class partner network. With an operating history of over 40 years, the firm services more than 50 million retail accounts and \$6 trillion in assets on platform, processing more than 35 million securities-related transactions daily.

“A recent World Economic Forum report<sup>1</sup> revealed that retail investors are seeking more investment advice and would invest more if they could trade on a single platform that offers a simple, consolidated view of their assets with clear, transparent fee structures. To succeed in this new normal, leading firms

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<sup>1</sup> World Economic Forum, [The Future of Capital Markets](#), August 2022

are seeking an end-to-end, holistic wealth management experience. It's a remarkably simple objective, with profound implications for the future," added **Mr. Daffron**.

### **About BetaNXT**

BetaNXT is the next wave in wealth management technology and outsourcing solutions. Combining industry expertise with the power of our proven BETA, Maxit, and Digital Investor businesses, we are focused on solving our customers most demanding integration challenges with flexible, efficient, connected solutions that anticipate their changing needs. Our comprehensive approach reduces enterprise cost, streamlines operations processes, increases advisor productivity, and enhances the investor experience. Together with BetaNXT, wealth management firms are transforming their platforms into differentiating assets that enable enterprise scale and stimulate commercial growth. For more information visit [www.betanxt.com](http://www.betanxt.com).

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For more information please contact:

**Caroline O'Connell, Chief Administrative Officer**  
+1 (201) 615-3549 | [Caroline.oconnell@betanxt.com](mailto:Caroline.oconnell@betanxt.com)