



Matt Hougan
Chief Investment Officer for Bitwise Asset Management

Matt Hougan is one of the world’s leading experts on crypto, ETFs, and financial technology.

He is the CIO for Bitwise Asset Management, creator of the world’s first cryptocurrency index fund. In that role, he helps create the index methodologies that underlie Bitwise’s investment products, and conducts fundamental research into the role cryptoassets can play in a diversified portfolio.

A three-time member of the Barron’s ETF Roundtable, Hougan is also Chairman of Inside ETFs, the world’s largest ETF conference, where he helps guide efforts to educate financial advisors on the role ETFs and index-based investments can play in building efficient portfolios.

He was previously CEO of ETF.com, where he helped create the first institutionally oriented ETF classification and ratings system. Hougan led the sale of that business in three transactions to FactSet, BATS, and Informa, in 2015 and 2016.

Hougan’s thoughts on investing have been widely profiled in the media, including in Barron’s, Bloomberg, The Wall Street Journal, The New York Times, Institutional Investor, CNBC, and the Financial Times. He is co-author of the CFA Institute’s “Monograph on ETFs,” a crypto columnist for Forbes, and has been featured on Bloomberg’s “Masters of Business.”[Text Wrapping Break]

Hougan serves on the Board of Directors of Equibot, creator of the world’s first artificial-intelligence-driven family of ETFs, and is a strategic advisor to StratiFi, which is building industry-leading risk analytics tools for financial advisors.

He graduated from Bowdoin College with a B.A. in philosophy.