

Doug Fritz is the co-founder and CEO of [F2 Strategy](#), a WealthTech management consulting firm helping complex RIA, wealth, bank/trust and family office firms improve their technical capabilities to build exceptional client and advisor experiences. Doug, former First Republic CTO, leads an all-star team of executives from a wide range of top-rated wealth firms and family offices. His team consistently delivers results-driven management strategy with industry-leading, proprietary research through their Outsourced CTO (OCTO) model and strategy consulting services.

Doug is also an accomplished Industry thought-leader, speaker and judge at In|Vest, American Banker, Financial Times, WM.Com, RIAIntel, InvestmentNews, Family Wealth Report, WealthStack, and Financial Planning.