





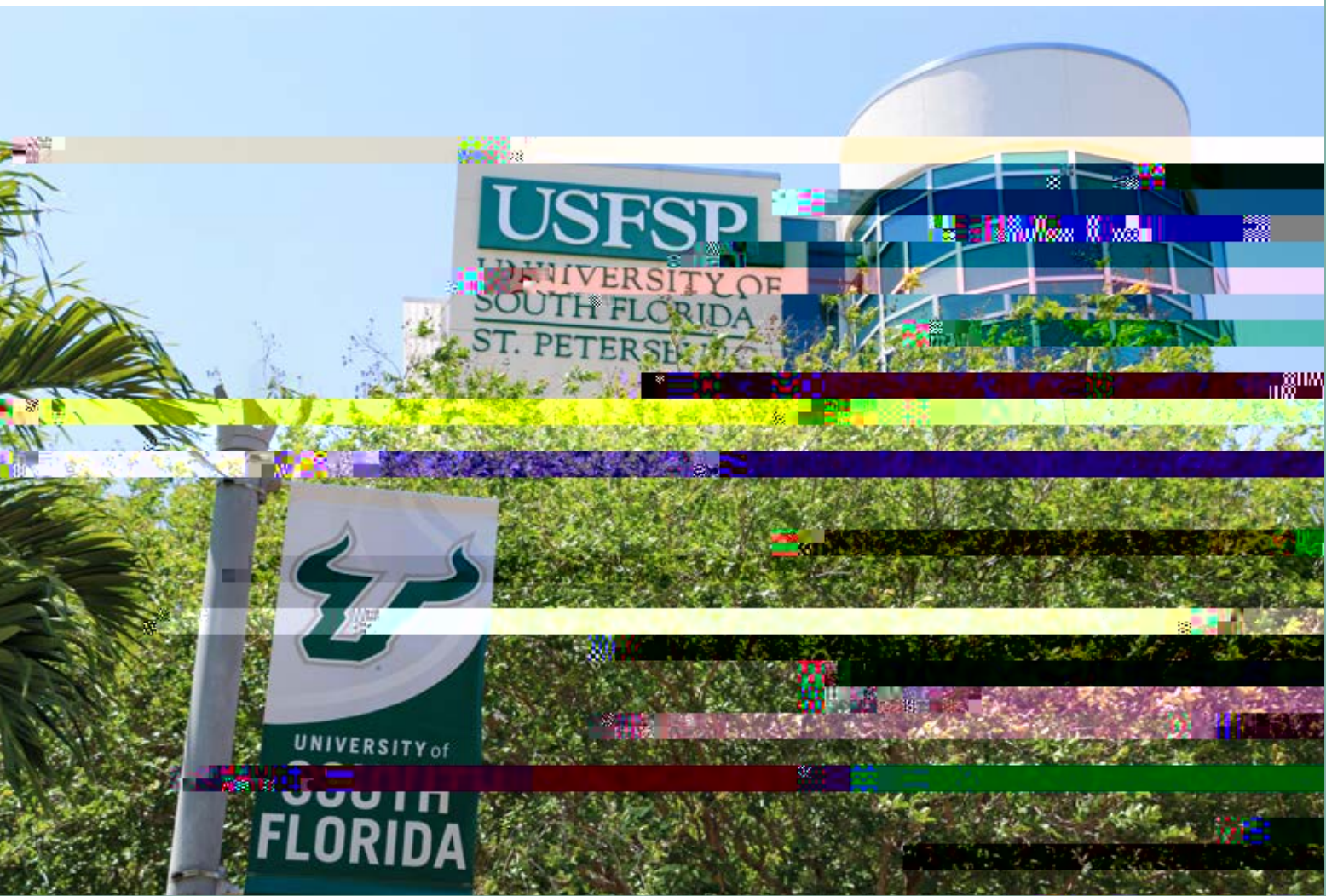
## Supporting a Four-Pillar Plan

The gift, made through the USF Foundation, supports the college's four-pillar vision for fintech. The first pillar includes the creation of professorships that will attract top-tier faculty who conduct scholarly inquiries into emerging opportunities, assess fintech risks and threats, determine how to mitigate them and teach students the same.

Additionally, a portion of the gift supports the Tiedemann-Cotton Endowed Professor of Finance, a professorship that was inaugurally awarded to Gary Patterson, who joined USF's St. Petersburg-based faculty in 2000.

Patterson said he is most excited about the changes ahead for the finance degree programs, the second pillar of the plan. Tomorrow's finance majors will look very different from recent alumni, Patterson said, because the industry does not look the same as it did just a few years ago.

"While fintech is not a new industry - financial services firms have been around since the 1950s – fintech is no longer a term used to reference



**Muma College of Business**