

Federated Hermes appoints Kevin Barr as Director, Digital Assets Product and Platform Strategy

(PITTSBURGH, Pa., May 18, 2026) – Federated Hermes, Inc. (NYSE:FHI), a global leader in active investing, has appointed Kevin Barr as Director, Digital Assets Product and Platform Strategy, further strengthening the firm’s approach to regulated digital assets, tokenization and next-generation investment infrastructure. He joins Federated Hermes from BNY, where he most recently served as Head of Digital Cash and Innovation within Treasury Services.

In his new role, Barr will be responsible for leading Federated Hermes’ digital assets strategy, focusing on product development, platform design and commercialization, as well as working closely with sales leadership on Federated Hermes’ digital asset distribution strategy. He will lead the firm’s work on identifying new digital asset use cases across tokenized traditional assets and regulated digital instruments, overseeing the full product lifecycle from concept through launch. Barr will also support the development of governance, risk and operating models to ensure digital asset initiatives are scalable, resilient and aligned with global regulatory expectations.

Federated Hermes has already taken active steps in the digital assets space, including participation in industry-wide, regulated tokenization initiatives and collaboration with market infrastructure providers. This includes engagement in the collaborative tokenization work involving BNY and Goldman Sachs, as well as its partnership with Archax in the UK, the FCA-regulated digital securities exchange, broker, and custodian. Barr will build on this foundation as the firm evaluates global opportunities across tokenized funds, distribution models and digital market infrastructure.

“Kevin brings deep experience in building and commercializing regulated digital asset platforms,” said Erik Gosule, Director of Product and Marketing Management at Federated Hermes. “As digital assets and tokenization become increasingly relevant to investors, his leadership will be critical in helping us deliver innovation in a disciplined, client-focused and responsible way.”

At BNY Barr led digital asset and tokenization initiatives spanning blockchain-based payments, liquidity, and broader market infrastructure, alongside regulatory engagement and industry collaboration. His career has combined senior leadership roles in digital assets, platform strategy and financial services innovation, with a focus on bringing emerging technologies into production within regulated environments.

About Federated Hermes

Federated Hermes, Inc. (NYSE: FHI) is a global leader in active investment management, with \$907.1 billion in assets under management, as of March 31, 2026. We deliver investment solutions that help investors target a broad range of outcomes and provide equity, fixed-income, alternative/private markets, multi-asset and liquidity management strategies to more than 11,000 institutions and intermediaries worldwide. Our clients include corporations, government entities, insurance companies, foundations and endowments, banks and broker/dealers. Headquartered in Pittsburgh, Federated Hermes has more than 2,000 employees in London, New York, Boston and offices worldwide. For more information, visit [FederatedHermes.com/us](https://www.federatedhermes.com/us).