

Baird Women Advisors Summit “Ellevates” Opportunities Baird announces partnership with Sallie Krawcheck’s new global network



Sallie Krawcheck
Chair, Ellevest Network

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The Baird Women Advisors Summit featured keynote speaker Sallie Krawcheck, renowned thought leader, chair of Ellevest Network and former president of the global wealth and investment management division of Bank of America. Sallie imparted personal lessons she learned throughout her career as a senior corporate executive, research analyst and now entrepreneur.

Held Sept. 25 in Denver, Colo., the summit attracted about 150 people, including Baird women Financial Advisors and others in the wealth management industry; professionals from the Colorado Women’s Chamber of Commerce and Ellevest; business graduates and students from Colorado State University and the University of Denver; and Baird clients.

At the event, Baird announced that it is partnering with Ellevest, and extended opportunities to its women advisors to get involved with their local chapters.

Ellevest Network, the global network for women professionals that Sallie launched this summer, is dedicated to the economic engagement of women worldwide. In June, the network announced the new Pax Ellevest Global Women’s Index Fund, which is composed of companies that have better-than-average gender diversity in their top ranks – the first and only of its kind.

“I’ve thought about the causes of the downturn and how it could have been different,” Sallie said. “We talk about greed and how that was a contributor. We talk about how there was too much leverage in the system. What we don’t talk about is that there were too many people who thought the same way – who grew up together and had the same type of backgrounds and who stopped questioning each other.”

“One of the significant causes of the downturn was groupthink,” she noted. “So, how do you break groupthink? The answer is diversity – diversity of thought, diversity of perspective, diversity of background, diversity of gender, diversity of color... any and all kinds of diversity. Diversity of gender is a very important factor, I believe – and the research shows – in business success.”

Baird’s new partnership with Ellevest reiterates the firm’s focus on driving diversity across all business units, but particularly Private Wealth Management.

“The landscape of wealth management is changing, and we need a demographic shift in our work force in order to better understand and meet the needs of our clients,” said Mike Schroeder, President of Baird Private Wealth Management. “Events like the Baird Women Advisors Summit help us to connect with the current and next generation of successful women who may be in need of expert financial and investing advice and guidance, or who may be interested in exploring a fulfilling career in wealth management.”

As part of this effort, Baird established Baird Women Advisors in 2008, which unites women Financial Advisors at Baird. By bringing these advisors together to network and share best practices, the group is committed to promoting the profession and making Baird the best place to work for women in wealth management. The group’s annual summit features a guest speaker and includes panel discussions on issues of importance to women advisors. ■