

40 UNDER 40

Industrious. Empathetic. Original. An innovative and spirited approach to life and business unites the 40 individuals *InvestmentNews* recognizes as this year's 40 Under 40 honorees.

These pages of our eighth annual list illustrate what each has achieved and reveal their ambitious goals — all crafted before turning 40! Many are entrepreneurial financial advisers and wealth managers at financial giants, but you'll also find young professionals from the fintech, asset management and even the socially responsible investing worlds. We also recognize our first commissioner of the Securities and Exchange Commission in the 2021 class.

— Liz Skinner



After reading these pages, please visit [40under40inadvice.com](https://www.40under40inadvice.com) to view videos with some of the **InvestmentNews 40 Under 40** honorees and read even more about each of these impressive women and men.

Back row: Jared Tanimoto, Ka'Neda Bullock, Dustin TenBroeck, Laura Combs

Front row: Calvin Williams Jr., Soraya Morris, Dany L. Martin

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AMANDA CAMPBELL

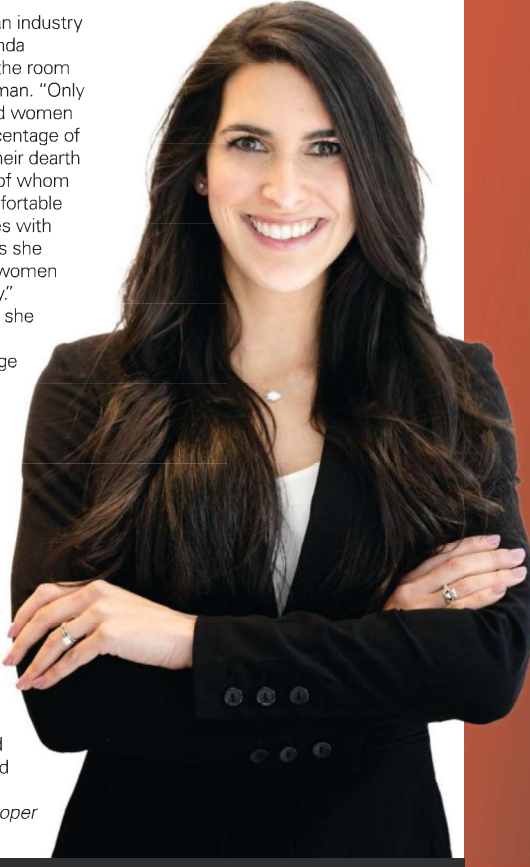
VICE PRESIDENT AND ADVISER, WEALTHSPIRE ADVISORS

WHENEVER SHE WENT to an industry event in pre-Covid days, Amanda Campbell would look around the room and strain to find another woman. “Only 23% of CFPs are women, and women advisers are such a small percentage of the business.” She believes their dearth harms women clients, many of whom have told her they feel uncomfortable talking about personal finances with male advisers. Her mission, as she describes it, is “making sure women feel empowered about money.”

From personal experience, she knows how important that is. Losing her father at a young age and seeing her mother struggle with the family’s finances, Campbell worked three jobs through college as a business major. She found her calling when she attended an alumni dinner and met a female financial planner. “I didn’t know what that was, but after we spoke, I decided that’s what I wanted to do.”

The encounter led to a job at a firm that later merged with Wealthspire. She’s currently co-chair of the FPA of Maryland’s Women in Finance Committee and has served on its NexGen and Pro Bono Committees.

— Evan Cooper



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CAROLINE A. CRENSHAW

COMMISSIONER, SECURITIES AND EXCHANGE COMMISSION

A LONG-TIME STAFF attorney in the SEC’s Office of Compliance Inspections and Examinations and its Division of Investment Management, Caroline A. Crenshaw was appointed to the Securities and Exchange Commission by President Donald Trump in 2020. Among the areas of particular interest to her are ensuring the expansion of access to public markets, enhancing ESG disclosure and making sure that the shift from defined-benefit to defined-contribution retirement plans works well for those using the plans. In the first area, Crenshaw says that with record private-market inflows, “the issue has been framed that investors

need access to private markets, but it’s really more that private companies are searching for investor access.”

For truly wide access, she wants the best opportunities to be available in public markets. On ESG, Crenshaw believes the SEC “needs to provide the rules of the road so information is accessible, usable and comparable.”

And in the retirement area, her interest is in making sure the products available in DC plans are appropriate and that indexes are working properly. Away from the SEC, Crenshaw serves as a captain in the U.S. Army Reserve Judge Advocate General’s Corps.

— Evan Cooper

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ADAM CMEJLA

FOUNDER, INTEGRATED PLANNING & WEALTH MANAGEMENT

ADAM CMEJLA CAN thank his wife and his 92-year-old grandfather for his career path. From the latter, a dairy farmer in Wisconsin, where Cmejla (pronounced SHMAY-LA) was raised, he learned that having a financial adviser who offers “tough love and accountability,” as well as advice about developing good saving habits and allowing those habits to dictate spending, can lead to wealth. His wife, an optometrist, influenced his business niche and calling: “Helping optometrists plan life. On purpose.”

That mission statement not only greets visitors to his landing page, it’s what he and the registered investment advisory firm he founded in suburban Indianapolis in 2017 strive to do for optometrists by serving as their business and personal CFO. “Most optometrists are hard-working, and

I love their predictable and consistent business model,” he says. “I’ve come to understand the metrics and ratios of that model and help optometrists improve them in order to increase cash flow, which can pay for many benefits.”

In addition to hosting a podcast and writing educational material for optometrists, Cmejla has mentored students in the finance program at Ball State University and serves as the incoming president of the Financial Planning Association of Indiana.

— Evan Cooper



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AKEIVA ELLIS

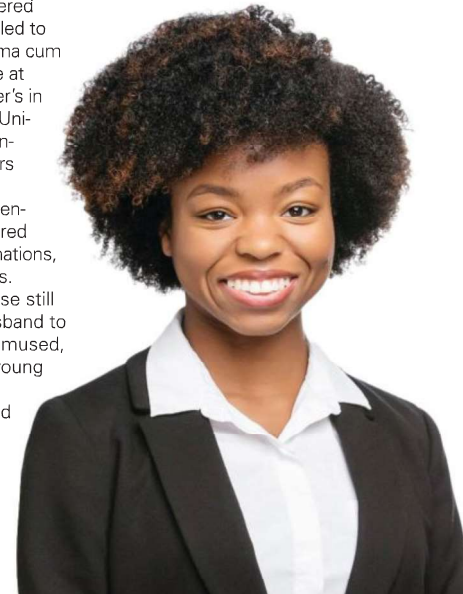
FINANCIAL EDUCATION SPECIALIST, BALLENTINE PARTNERS

GROWING UP IN Brooklyn as a child of immigrants from the Caribbean island of Tobago, Akeiva Ellis saw everyone around her struggling with money. “I wanted to study money, even if I didn’t know exactly what that meant, so I searched on Google and discovered financial planning.” Her interest led to an undergraduate degree, summa cum laude, in accounting and finance at age 19 and, a year later, a master’s in financial planning from Bentley University outside Boston. An internship at nearby Ballentine Partners led to a full-time job as a wealth planning associate in 2017. Credentialed with CPA, CFP and chartered special needs consultant designations, she worked full-time with clients.

But her passion to help those still struggling led Ellis and her husband to create a side business, The Bemused, a YouTube-based site helping young adults make sense of money. Ballentine liked what it saw and changed her role earlier this year so she could create content and financial educational strategies for the firm, in addition to serving as co-leader of its diversity, equity and inclusion task force.

Ellis, who’s a CFP Board ambassador and active in the Financial Planning Association’s Massachusetts chapter, says “one of my missions is to close the racial wealth gap.”

— Evan Cooper



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RYAN HUGHES

FOUNDER AND PORTFOLIO MANAGER, BULL OAK CAPITAL

"IT'S PSYCHOLOGICALLY healthy to give back," said Ryan Hughes, founder of Bull Oak Capital in San Diego. His compassion for people with financial struggles grew from his own hardscrabble childhood in the mill town of Pueblo, Colorado, and was fostered by his four-year stint in the Navy, which included two deployments to the Persian Gulf.

"Joining the military gave me the opportunity to figure out who I am and what I stand for," he said.

Helping others is a big part of what Hughes stands for, and he has expressed this over the past five years by teaching financial literacy to civilians, veterans and active military personnel in his community. He volunteers for the Homeless Veterans of San Diego, raising money and developing an educational program for clients, and with the San Diego Financial Literacy Center, providing clients with guidance on topics such as managing debt, student loans, budgeting and saving. In his own practice, he provides pro bono advice to active-duty personnel as a special offering.

Over the years, Hughes has gained some important insights to share with society. "You need to teach financial literacy in grade school, and people need to be more upward-focused in their careers," he said.

— Deborah Nason



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MALIK LEE

MANAGING PRINCIPAL AND FOUNDER, FELTON & PEEL WEALTH MANAGEMENT

MALIK LEE IS doing a lot of leading these days. Not only is he founder and managing principal of Felton & Peel Wealth Management (named in honor of his parents, whom he lost at age 6), but he's also chair of the Council of Examinations for the CFP Board, as well as chairman of the Financial Planning Association of Georgia. In his CFP board role, Lee and his team determine

which examination questions to use and ensure they are not discriminatory.

During his six years on the board of the FPA of Georgia, he has already served as president and now oversees the board's direction and mentors its members. His recent initiatives include creating a forum for advisers of color and establishing the chapter's first diversity chair position to develop diversity-related programming, engage minority advisers and provide outreach to communities of color.

"Diversity gives you the representation, while inclusion — a seat at the table — gives you the power," Lee said. "It will grow the business for the industry as people of color will go to practices where they feel comfortable."

— Deborah Nason

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LINDSEY LEWIS

DIRECTOR AND CHAIR, CENTER FOR WOMEN IN FINANCIAL SERVICES, THE AMERICAN COLLEGE OF FINANCIAL SERVICES

"EVERY TOP FEMALE performer I've spoken to, when I've asked if they ever wanted to leave the industry at some point, all said 'Yes,'" said Lindsey Lewis, director and chair of The American College State Farm Center for Women in Financial Services.

There are a range of reasons, she said, including cultural nuances within a firm, the lack of a clear career path and a lack of flexibility regarding leaves of absence or part-time work. In response, Lewis is leading bimonthly discussion groups to generate ideas and solutions around attracting and retaining female talent. Ideas include a podcast featuring women in different roles in the industry and short master classes on practice management and career management.

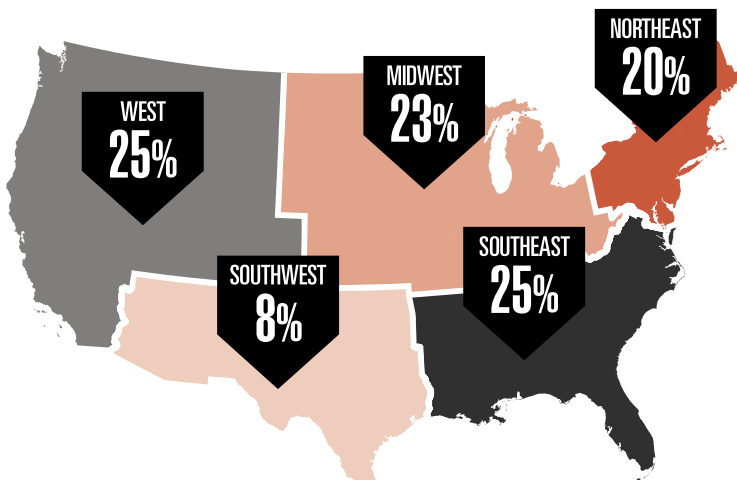
"Women in the industry are at a reckoning point," Lewis said. "We've been saying the same things for decades regarding lack of representation. But the volume of our voices is louder now because we have more female leadership, greater awareness of diversity and inclusion, and more male allies and advocates."

"We [in the industry] are starting to rethink meritocracy, and what a good financial adviser looks like," she added. "We're looking more closely now at biases we may have, whether by age or gender."

— Deborah Nason



THIS YEAR'S UNDER-40s HAIL FROM ...



*Due to rounding, the numbers do not add up to 100%



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XLK

TECHNOLOGY SECTOR SPDR ETF TOP 10 HOLDINGS*

Company Name	Symbol	Weight
Apple	AAPL	21.06%
Microsoft	MSFT	20.17%
Nvidia	NVDA	4.31%
Visa A	V	4.13%
Mastercard A	MA	3.39%
PayPal	PYPL	3.26%
Adobe	ADBE	2.59%
Intel	INTC	2.49%
Cisco	CSCO	2.39%
Salesforce.com	CRM	2.34%

*Components and weightings as of 5/31/21. Please see website for daily updates. Holdings subject to change.

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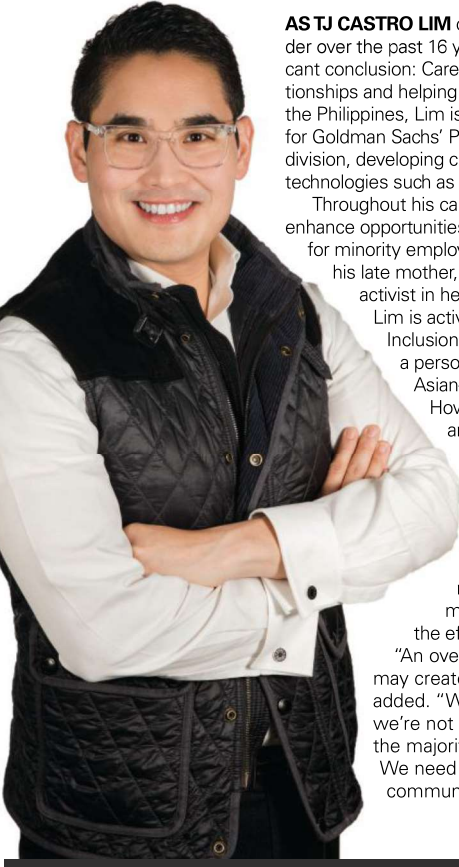
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STATE STREET GLOBAL ADVISORS.

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TJ CASTRO LIM

GLOBAL CO-HEAD OF PRODUCT, PRIVATE WEALTH MANAGEMENT, GOLDMAN SACHS



AS TJ CASTRO LIM climbed the corporate ladder over the past 16 years, he came to a significant conclusion: Career success is all about relationships and helping others. An immigrant from the Philippines, Lim is global co-head of product for Goldman Sachs' Private Wealth Management division, developing client- and adviser-facing technologies such as apps and websites.

Throughout his career, he has worked to enhance opportunities and workplace culture for minority employees, inspired in part by his late mother, who was a workplace activist in her own right. Currently, Lim is active in the Goldman Sachs Inclusion and Diversity Council, with a personal focus on LGBTQ and Asian-American communities.

However, he sees this work as an opportunity for employees of all backgrounds to come together. "We have to move past just diversity and inclusion toward the idea of everyone belonging. Just because you're not a minority, doesn't mean you're not included in the effort," Lim said.

"An overemphasis on diversity may create echo chambers," he added. "We have to do more so that we're not creating an 'us' versus the majority. It starts by listening. We need to normalize empathy in communicating with each other."

— Deborah Nason

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DANY L. MARTIN

PARTNER AND WEALTH ADVISER, WILLIAMS FINANCIAL ADVISORS

QUIETLY, AND IN their own ways, Dany Martin and his wife, Lindsay, are working to make their hometown of Shreveport, Louisiana, a better place. In a state, he says, "where we fry bottled water," Lindsay Martin opened a vegan, gluten-free restaurant and juice bar, Well+Fed Louisiana, in a renovated old house in a section of town they hope to revitalize. The business employs local residents some considered "unhireable."

Over the last three years, the childless couple also have become foster parents to five underprivileged Black teenagers, one of whom is now at West Point. "Being able to play basketball with kids from the 'hood gave this white guy with gray hair street cred," he jokes. Dany Martin's advisory business, a hybrid he joined in 2015 after working as a bank adviser, and which he and two partners took full ownership of last year, encourages community involvement among its



employees. Collectively, they have contributed more than 5,000 hours of their time to community service. Martin's own contributions include serving on the board of the local Junior Achievement chapter and serving as a member of StrongHer Money, an online information resource for women created by RFG Advisory, his corporate registered investment adviser.

— Evan Cooper

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SORAYA MORRIS

LEAD TRAINER, ENVESTNET MONEYGUIDE



SORAYA MORRIS works full-time as a lead trainer at MoneyGuide, delivering live trainings on financial technologies and practice management webinars to financial advisers. But she puts in almost as much time giving back to her community, having provided financial literacy and mentoring to teens and young adults for more than a decade. Young people are very open to financial information, she said.

"There's so much financial stress they are dealing with and they want to relieve that stress. They're planning weddings, starting families, buying houses," Morris said. Currently, she is part of a financial mentoring team at her church, working primarily with 18- to 30-year-olds. Programming includes an eight-week budgeting boot camp, one-to-one financial coaching sessions, and workshops on home buying and entrepreneurship. The team has helped participants pay off \$300,000 in debt in five years, she said.

Additionally, Morris mentors students from her alma mater, Virginia Commonwealth University, exposing them to different career options and introducing them to career concepts such as company culture and networking. Pro bono outreach is important for the industry, she said. "There's a distrust of financial professionals. It's our job to build those relationships and build that trust," she said.

— Deborah Nason

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BELLE OSVATH

FINANCIAL ADVISER, VLP FINANCIAL ADVISORS

CREATING INSTRUCTIONAL materials for federal auditors proved to be great training for adviser Belle Osvath, who describes herself as a financial translator. "My job then was to break down complex concepts into teachable information, and that's what I do now."

While good at her craft, Osvath realized that it wasn't her passion. A millennial, she wanted to use her talents to help others like her, especially those struggling with student loans. "A lot of people in my generation have trouble building wealth because of their debts," said Osvath, who landed a position at her hybrid firm seven years ago despite having little financial background. She quickly earned certifications as a financial planner and investment fiduciary, and recently as a student loan professional.

Osvath founded a nonprofit, Let's Talk About Debt, which offers counseling and education. She sees the federal and private student loan programs as very complex, and believes many high schoolers and their parents don't know what they're getting into. "No one has a vested interest in educating anyone about student loans," Osvath says. "I want to empower borrowers so that nobody can take advantage of them."

— Evan Cooper



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BRETT ORVIETO

MANAGING PARTNER AND CO-CHAIR OF MANAGEMENT COMMITTEE, DAKOTA WEALTH MANAGEMENT

EXPANDING DAKOTA Wealth Management's growing millennial-oriented business is Brett Orvieto's goal. A managing partner at the billion-dollar-plus RIA firm, Orvieto heads its office in Fort Lauderdale, Florida, which he had operated independently from 2013 until joining Dakota in 2018. Orvieto serves as co-chair of the firm's management committee and on its investment committee. The latter draws on his six years' experience as an equities trader on Wall Street before he returned to his home state of Florida and became an adviser.

"All my focus now is on serving and attracting younger clients," he said. Part of that effort involves working on his firm's webinars, podcasts and other outreach efforts. Because he



likes "introducing people to investing, regardless of how little they have to invest," Orvieto says he always tries to involve and educate the children and grandchildren of clients.

Orvieto also teaches a course in money and personal finance to less affluent middle-school students through the Boys and Girls Club of Broward County and he is a member of Pershing's Next Leadership Forum.

— Evan Cooper



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TAN PHAN

FOUNDER AND CEO, TAN WEALTH MANAGEMENT

FINANCIAL LITERACY can be an immense challenge for many immigrants who urgently need culturally sensitive advice and advisers. Tan Phan is helping to address that need. Speaking casually with his college finance professor, Phan, who came to the U.S. from Vietnam as a child, mentioned that his mother was stashing money under the mattress and he wondered what to do

about it. The professor recommended that Phan become a financial adviser. He took that advice and, today, he is the founder of TAN Wealth Management, an independent RIA.

In addition to serving his regular planning and investment clients, Phan does pro bono work for his immigrant community, helping people avoid financial products with high fees, and counsels them to build up emergency funds. Phan would like to see more pro bono events geared toward immigrants, with information delivered in their native languages.

"They are sacrificing themselves for their kids," he said. "You have to have a passion to help them."

— Deborah Nason

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MICHAEL SCHERER

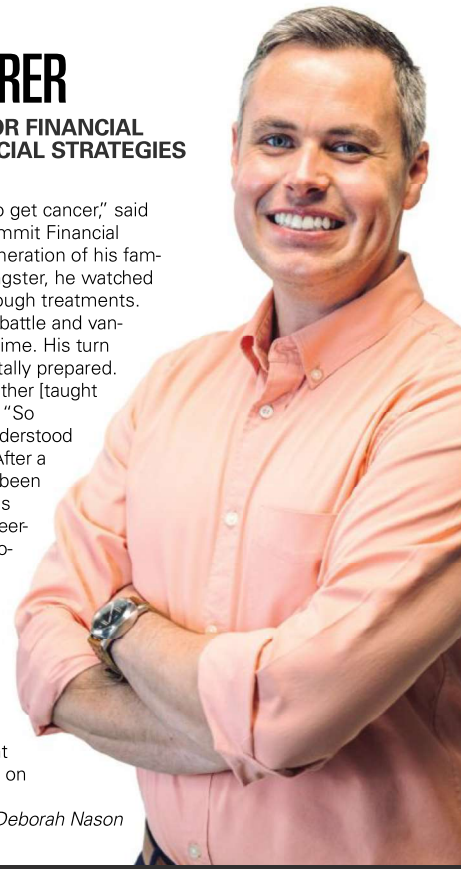
CFO, PARTNER AND SENIOR FINANCIAL ADVISER, SUMMIT FINANCIAL STRATEGIES

"I ALWAYS KNEW I was going to get cancer," said Michael Scherer, partner with Summit Financial Strategies, who was the third generation of his family to have the disease. As a youngster, he watched his father and grandfather go through treatments. As a young man, he saw his dad battle and vanquish cancer a second and third time. His turn came at age 26 and he was mentally prepared.

"Watching my dad and grandfather [taught me] that life is hard," Scherer said. "So when it became hard for me, I [understood that] I just have to go through it." After a successful year of chemo, he has been cancer-free for nine years. Since his recovery, Scherer has been volunteering with Imerman Angels, a peer-to-peer mentorship program pairing cancer patients with survivors of the same type of cancer.

To other financial advisers, Scherer counsels: "Be aware that people are in a fragile state of mind. You need to be talking to their support system about financial issues because the patient needs to stay strong and focused on fighting their illness."

— Deborah Nason



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MATT RICKS

PRESIDENT AND FOUNDER, HAYSTACK FINANCIAL PLANNING

AFTER ENCOUNTERING six client families in an eight-month period with disabled or special-needs family members, Matt Ricks took notice. He further reflected on his own circle of family and friends and realized that people with special needs were everywhere he looked. Inspired, he founded Haystack Financial Planning to focus specifically on this population. "The community is much larger than you think," he said.

According to the CDC, one in four U.S. adults live with a disability, most commonly mobility- or cognition-related. Their planning needs can be complex. "A big part is navigating the federal, state and local programs," Ricks said. Typical concerns include finding special-needs independent living options and setting up guardianships and trusts for when the caregivers are no longer available.

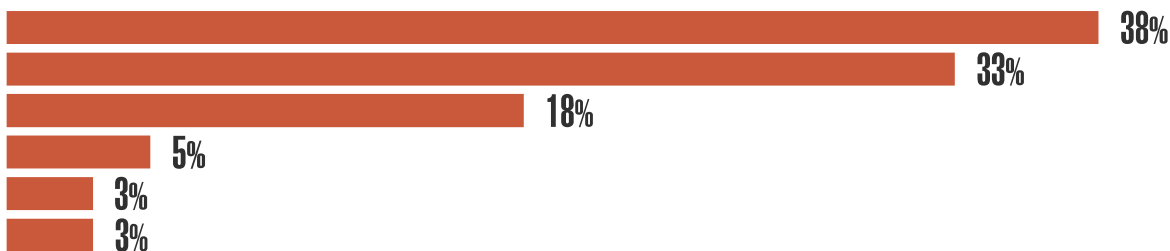
Sensitivity is even more important than numbers, he said. "It's the emotions and empathy that we give our clients that are most valuable," Ricks said. "Our industry needs more education and awareness, and more financial advisers in this area."

— Deborah Nason



FAVORITE SOCIAL NETWORKS

in
ig
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Other





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**CHRISTOPHER
STROUP**

**WEALTH ADVISER, ABACUS
WEALTH PARTNERS**

IN MORE WAYS than one, Christopher Stroup found himself in Los Angeles. Growing up in rural Pennsylvania, the region's shale oil boom led him to study geology and petroleum engineering in the honors program at Penn State University. Chevron offered him a job in California, and he worked there for three years. But after coming out and feeling that he would be unable to embrace his authenticity as a gay engineer in the oil and gas industry, Stroup decided he would try another path.

He quit and entered the MBA program at Drexel University, thinking the degree would provide better opportunities to realign his professional and personal lives. A career adviser at the school suggested he look into personal finance, and it resonated. By chance, a fellow Penn State alum working at Abacus suggested he apply; he was hired before he received his degree. Now a CFP, Stroup specializes in serving the LGBTQ+ community.

— Evan Cooper

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MATILDA SUNG

**GENERAL PARTNER,
LUDIS CAPITAL**

AS A VETERAN of the good old boys world of investment banking, Matilda Sung, general partner in Ludis Capital, an early stage investment fund, wants to see more women and people of color join the ranks. As a college graduate, Sung joined the investment banking track of an international bank, the only woman in her cohort of new hires. After earning her MBA, she did stints with tech companies, management consult-

ing firms and the NFL, leading to her current role as a venture capitalist focusing on sports-related technology such as sports betting and fitness applications.

One of the biggest lessons Sung learned was the importance of building networks, finding mentors and dealing with big egos. As such, she serves as an adviser for business accelerators geared toward minority groups, as a mentor for college entrepreneurship programs and as a spokesperson on the need to see more startups developed by women and people of color.

Not only do females and minority entrepreneurs need mentors, they must adjust their mindsets, Sung said. "They have to consistently project confidence and power."

— Deborah Nason



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**DUSTIN
TENBROECK**

**PRESIDENT, PRESIDIO
CAPITAL MANAGEMENT**

WORKING HIS WAY through San Diego State University, Dustin TenBrock said he learned more about business by being a server at P.F. Chang's than he did in his formal courses. "It also set me on my career path," he said, explaining that one customer was a wirehouse branch manager who told TenBrock he

would make a great financial planner. After graduation, TenBrock spent more than three years at Axa Equitable enrolling teachers in 403(b) plans. "It was pretty much a door-to-door sales job that taught me grit," he said.

His next three-and-a-half years, at an RIA firm, gave him "a deep knowledge of every facet of the business." When that firm took an institutional turn, TenBrock, then 29, struck out on his own with a colleague. Now the sole owner of a hybrid firm that hires disabled veterans, women and immigrants, TenBrock is one of five advisers and focuses on his passion: financial education. He created a separate company, Retirement 101, which provides online learning.

— Evan Cooper

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**CALVIN
WILLIAMS JR.**

**CEO AND FOUNDER,
FREEMAN CAPITAL**

RECRUITED AT age 17 by the Defense Department to work on top-secret projects while in college, Calvin Williams Jr. has the bona fides to run a fintech start-up. His passion to help the underserved shaped the creation of Freeman Capital, the only Black-owned, automated wealth management platform registered by the SEC. A graduate of North Carolina Agricultural and Technical State University, the nation's largest historically black college, Freeman has seen many former classmates do well yet be ignored by financial firms. "I couldn't find an adviser to help me because I didn't have a million bucks," he said. To help those like him, and to help overcome the "major distrust of financial institutions" among people of color, Freeman created an RIA in 2019 that provides personalized plans and monthly action steps from CFPs.

Winning "Startup of the Year" in 2020 in a national competition for Black-led companies, Freeman Capital's goal "is to help millions of people close the wealth gap and improve their quality of life," its founder said.

— Evan Cooper



GENDER BREAKDOWN



*Due to rounding, the numbers do not add up to 100%

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MAI YANG

FINANCIAL ADVISER
AND MANAGING PARTNER,
GREENWALD WEALTH
MANAGEMENT

WITH THE DEATH of George Floyd in Minneapolis in May 2020, Mai Yang felt she had to speak out. As managing partner of Greenwald Wealth Management in a nearby suburb, she sent a strong message to the firm's clientele, saying "we at GWM feel it is important to ... stand in solidarity against the disproportionate and unjust killing of unarmed Black men and women, and its deeper cause of systemic racism."

Yang, a first-generation Hmong-American whose parents fled Laos during the Vietnam War, is very sensitive to racial issues. "I was afraid to bring up the subject, but I was passionate," she said. "It was uncomfortable, but if I don't do it, who will?"

With the goal of promoting racial justice within the industry, Yang became a founding member of the FPA of Minnesota's task force on diversity and inclusion. Their immediate focus is on bringing more people of color into the profession by way of free chapter memberships, internships and mentorships to foster career success. "It will take a long time and perseverance," she said. "Importantly — we have to slow down to listen [because] people get upset when they don't understand a different perspective."

— Deborah Nason



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ZACHARY BOUCK

FINANCIAL ADVISER AND CO-FOUNDER,
DENVER WEALTH MANAGEMENT

"I'M INVESTING IN my clients," said Zachary Bouck, explaining why his practice includes some clients just starting out. "We help them pay down debt, save for an emergency fund, then aggressively invest," he said. "The ideal client is one who wants to grow with us and commit to our process. The math works in the long run."

To further encourage savers, Bouck started a podcast to share money lessons he learned along the way, examining topics such as college funding and ESG investing. "The podcast lets people know we're paying attention to

important issues," he said.

To support the community, his firm raises funds to provide college scholarships for high-performing area high school students. He and his firm also invest in future industry employees, having hosted interns for more than a decade. The benefits go both ways. "They bring a tremendous amount of energy to the group, and the older advisers love mentoring them," Bouck said. "As we indoctrinate the interns, it reinforces the values of the firm among our own employees."

— Deborah Nason

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KA'NEDA BULLOCK

FOUNDER AND CEO,
MASTER PLAN INVESTMENT GROUP

AS A GRADUATE of Smith College, a Fulbright Scholar and the holder of an MBA, Ka'Neda Bullock clearly has impeccable credentials. But she readily admits she was the first one in her family to attend college and had never heard of Smith until she met an alumna visiting her high school who urged her to apply. Similarly, she says she knew nothing about finance until a college trustee offered her summer internships at Capital Group, which led to a full-time job and becoming acquainted with the work of advisers.

After three years, Bullock decided she wanted to become an adviser herself, so she left for Edward Jones, a firm she came to know at American Funds. In 2014, she joined an independent hybrid, and in 2019 formed her own, which serves individuals and retirement plans. A certified financial planner, Bullock is an advocate of financial literacy for young people, women and minorities through her firm and through pro bono work.

"Having been in Korea on my Fulbright, I know what it's like to be illiterate in a foreign language, which is what personal finance is to so many people," she said. "I feel an obligation to be the translator, so families like my own aren't left behind."

— Evan Cooper





Congratulations, Nicole Dunham

On being named to *InvestmentNews*
2021 40 Under 40 list

As leader of the Business Development team within RBC Wealth Management – U.S. Fixed Income, Nicole helps drive the firm's industry-leading fixed income and risk management strategies to the benefit of our clients and financial advisors.

Nicole is also passionate about empowering women in finance and leadership through corporate initiatives, mentorship, advocacy and community involvement.

Please join us in applauding her on this noteworthy honor.

Visit jobs.rbc.com/wm-us to learn more about joining our team.



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LAURA COMBS

MANAGING DIRECTOR,
MERCER ADVISORS

LAURA COMBS HAS risen from a temp job in 2008 answering phones in Mercer's Chicago office to become a managing director and manager of the firm's Midwest region. "I fell into finance," she said, explaining that the temp job, courtesy of a neighbor, led to her becoming a client associate and then an adviser. After taking part in a firm management development program, Combs realized she had a passion for leadership and develop-



ment, and she was asked to step into larger roles. She moved to Colorado and became manager of the firm's Boulder office and then a regional manager before being named one of Mercer's senior executives in 2019 — while still helping about 100 families as an adviser.

In 2018, Combs co-launched the firm's InvestHERs women's initiative to help attract women advisers and clients, for which she developed a program to help train women in presentation and speaking skills.

In addition to mentoring others at her firm, she mentors college students at the University of Colorado Boulder.

"I want to create opportunities for women because

I'm the mother of four daughters and I want them to have great career path choices," she said.

— Evan Cooper



34

JEFFREY DEHAAN

PARTNER AND CHIEF COMPLIANCE OFFICER,
CLEARWATER CAPITAL PARTNERS

BASED ON FIRSTHAND experience, Jeffrey DeHaan believes in apprenticeships. While in college, DeHaan became the executor of his parents' estate, and they insisted he attend meetings with their financial adviser, John Chapman. "I listened more closely than they did, because I discovered I really liked financial planning," DeHaan said.

He switched from liberal arts to business and was about to take a summer internship at Credit Suisse when, during a phone call with Chapman, he mentioned he would rather work with people than numbers. Chapman offered DeHaan an internship at his one-man firm. Summer internships morphed into a full-time position after graduation in 2010. "My job involved learning and doing everything in the business ... which became the model for everyone we've brought in since," said DeHaan, who now is an owner of the firm.

A believer in financial education, DeHaan helped create a tool for participants in retirement plans the firm manages that helps those nearing retirement see how they will fare. "It's not a moneymaker, but when we see the happy tears of participants who know they'll be OK, it's incredible."

— Evan Cooper

38

NICOLE DUNHAM

DIRECTOR, FIXED INCOME
BUSINESS DEVELOPMENT,
RBC WEALTH MANAGEMENT

NICOLE DUNHAM became intrigued by fixed-income trading in an unusual way. "As a lifeguard, I heard [club] members talking about their work [as traders]. It was fast-paced and interesting. Every day was different. And they were connecting the dots of the news stories and how it could affect the market," she said.

In a traditionally male-dominated space, Dunham has worked hard to make women more comfortable with fixed income. About five years ago, she created a team of female traders to answer questions from female financial advisers. It was effective. "We



saw an 80% increase in female advisers who qualified for the Fixed Income Leaders Conference," Dunham said. "For the first time, female advisers made up 25% of the attendees."

In 2019, she co-founded a company-wide resource group, called WE, for Women Empowered. Nearly 800 people have joined, including 175 men. Male colleagues, she said, can help women in many small ways. "It's little things throughout the day," Dunham said.

— Deborah Nason

38

LINDSEY COOKSEN

FOUNDER AND MANAGING
DIRECTOR, COOKSEN WEALTH

"I FEEL COMFORTABLE in a wide variety of environments — it kind of gives me a superpower," said Lindsey Cooksen, founder of Cooksen Wealth and board member of a Fortune 500 company. Although it's a humorous reference, her positive attitude helped her substantially grow her two-year-old practice during the global pandemic.

Her days playing college basketball influenced her success. "The transition from collegiate athlete to Wall Street was quite seamless," Cooksen said. "Both roles share inherent synergies like high expectations, a fast-paced environment and a results orientation."

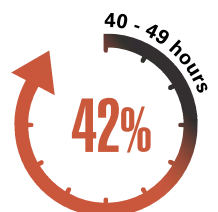
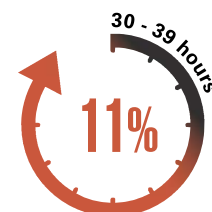
Supportive role models, such as her parents, successful Ivy League gradu-



ates, enabled her to "see it and be it," and in turn inspired Cooksen to give back to others. Over the course of her career, whether working at a wirehouse or in private practice, she has mentored dozens of female and minority colleagues. She is aware of the impact of her visibility as a role model. "As an entrepreneur — a minority, a female and a mom — I realized I need to be the person the next person is looking for," she said.

— Deborah Nason

AVERAGE
HOURS
WORKED
PER WEEK



*Due to rounding, the numbers do not add up to 100%

33

ZACHARY GARBER

VICE PRESIDENT, ALEX. BROWN, A DIVISION OF RAYMOND JAMES

AN ARDENT networker, Zachary Garber is using his skills to help make things happen in Baltimore and beyond. On returning to his hometown in 2015, he was amazed by the number of creative people engaged in forward-thinking projects there. Intrigued and enthused, he sought out more than 60 local leaders — and noticed an opportunity. “There were all these people doing interesting things, but they were all siloed across different industries and walks of life,” he said. “They ignited a spark in me.”

Garber responded by founding the Frances Scott Key Society, a networking group for movers and shakers under 45 representing diverse communities and professions. Its mission is to help like-minded activists



highlight what they’re doing to help the community and facilitate collaborations. The group inspired him to start a podcast in 2018, called Charm City Dreamers, to share stories about local leaders achieving their dreams.

To date, he has produced 100 podcasts. “My goal is to create a platform for meaningful change,” Garber said. “I want to show that great solutions can come from cities like ours.”

— Deborah Nason

38

KATIE HYDE

MANAGING DIRECTOR, PRIVATE WEALTH MANAGEMENT, GOLDMAN SACHS

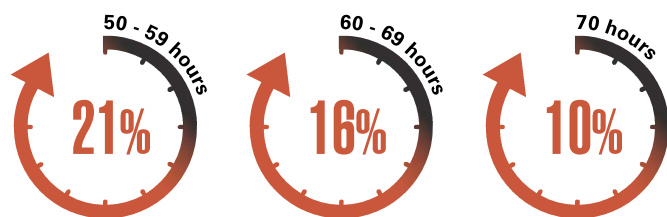
REFLECTING ON HER role as San Francisco region head of private wealth management for Goldman Sachs, Katie Hyde said she thrives on setting the strategic direction for the region, which prides itself on innovation. “Our clients are asking us to push our own industry forward, for example, investing for climate change. I’m able to work on emerging trends. It’s fun and it’s exciting.”



Hyde also embraces her role as a mom. “I love the fact that I’m a woman and a working mother,” and she advises leaders to be honest about their personal motivations. “What’s been very important to me in taking on this position was being my authentic self ... [taking] a leadership role that showed I could have a very visible and successful leader role and be a very present mother. It’s a legacy to my children.”

She also seeks to grow a more diverse adviser group. “Women advisers are really good and we need more of them. In this seat, I get to help them thrive.”

— Deborah Nason



39

LEAH JONES

DIRECTOR OF FINANCIAL PLANNING, HIGHTOWER BETHESDA

UNLIKE MANY preteens and teenagers whose reading tastes run to romance or science fiction, the young Leah Jones devoured everything written by Warren Buffett. “When I was in middle school, my father told me he was behind in life because no one talked to him about money,” Jones said. “So I decided I needed to figure that out.”

She became fascinated with finance and investing, opening her first brokerage account after graduating from high school, using money earned from part-time jobs. Majoring in finance in college, she started in operations at JPMorgan Chase, then worked in research at an RIA firm in Chicago before joining Hightower’s Bethesda office in 2015. There she serves as an adviser and as the office’s director of financial planning. With certifications as a financial planner, financial analyst and divorce specialist, Jones says her goal is to help all people make smart financial decisions.

She hosts a firm podcast, Everything Money, which aims to simplify life’s financial complexities. The mother of two, Jones says “kids’ books lack concepts of money,” so she’s also creating a company, Good Money Kids, to develop material for preschoolers. “I’m testing the concepts on my son,” she says.

— Evan Cooper

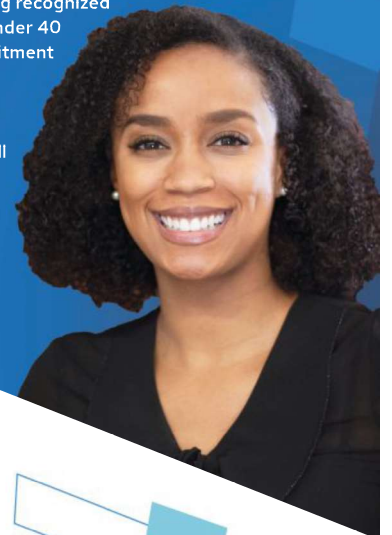


CONGRATULATIONS

SORAYA MORRIS

Congratulations to Soraya Morris, ChFC®, Lead Trainer at Envestnet | MoneyGuide, for being recognized as one of the InvestmentNews 40 under 40 for 2021. Your dedication and commitment to help spread the importance of financial wellness is inspiring.

We would also like to congratulate all the other 40 under 40 honorees.



ENVESTNET
MoneyGuide

39

WILLIAM LILES

SENIOR VICE PRESIDENT,
BAIRD PRIVATE WEALTH
MANAGEMENT

"IF YOU MAKE opportunities easy for people, whether community service or financial planning, they're more likely to get involved," said William Liles, senior vice president at Baird Private Wealth Management. Liles has a long history of volunteering, from participating in middle school and high school service clubs, to currently serving on the boards of the Rotary Club of Nashville, the Family & Children's Service, and the Middle Tennessee FPA chapter.

Nashville is packed with millennials who are particularly interested in volunteering, he said, responding to a very strong nonprofit community supported by high-profile role models from the entertainment and sports worlds. To attract younger civic volunteers, it's important for nonprofits to offer meaningful volunteer opportunities in strategic decision-making, hands-on experiences with programs, and networking, especially with access to senior professionals, Liles added.

His own volunteer service is satisfying in several ways. "I'm interested in the nonprofits as small businesses themselves. I enjoy helping them drive strategy, engage and grow the membership, and add and evaluate programs," he said. "It's also very helpful to work with people with diverse perspectives — to see what people face. It helps me in my practice when communicating with people going through different experiences."

— Deborah Nason



37

KEVIN MAHONEY

CEO AND FOUNDER, ILLUMINT

FOR MILLIONS OF fans, the ultimate dream job would be working for the NFL. Kevin Mahoney lived the dream, nabbing a college internship with his hometown Cleveland Browns and a full-time league job in salary management after graduation. "The experience was memorable, but also all football, all the time," he said, prompting him to leave for an MBA in finance at Georgia Tech. There, an internship at the Atlanta Fed provided a bird's-eye view of the post-crisis real estate market and led to a full-time

job, followed by five years with a German investment firm. In 2017, married with two infant sons, Mahoney found himself wrestling with personal finance questions that he discovered his peers also struggled with.

Deciding he'd rather help younger families than "wealthy German investors," he started his own firm, earned a CFP and now provides project-based help with problems including student loans and mortgages, as well as investing advice. In 2019, Mahoney provided pro bono advice to furloughed government employees, and helped recruit 60 advisers to offer similar services.

In 2020, he offered pro bono help to anyone who experienced a financial shock due to Covid. "I want to empower clients and keep everything as simple and as straightforward as possible."

— Evan Cooper

33

LAUREN OSCHMAN

PARTNER, FINANCIAL ADVISER
AND CHIEF EXPERIENCE
OFFICER, VESTIA PERSONAL
WEALTH ADVISORS

PRACTICES SERVING physicians are not uncommon. But a physician-focused advisory business with a subspecialty in female doctors is something else, especially one started by a 29-year-old woman. Lauren Oschman's affinity for physicians started early — her father is a cardiologist. After graduating from Vanderbilt University and seeking a people-oriented job in finance, her comfort in talking to doctors enabled her to persuade a hybrid firm specializing in physicians in her hometown of St. Louis to let her remain in Nashville, Tennessee, and open a branch.

But why would the typical older, male doctor with high earnings and probably some wealth trust a 21-year-old female rookie? "I always focused on addressing their biggest concern right off the bat. If I did that with more knowledge and confidence than the doctor had, they'd generally trust that I could take care of all the other things, too." Success followed.

Three years ago, Oschman and four partners created Vestia, right after she had her first child. "I wanted to build an environment where my daughter could succeed." She now has three — and her first wants to be a financial adviser for princesses.

— Evan Cooper



28

KATE PETTEE

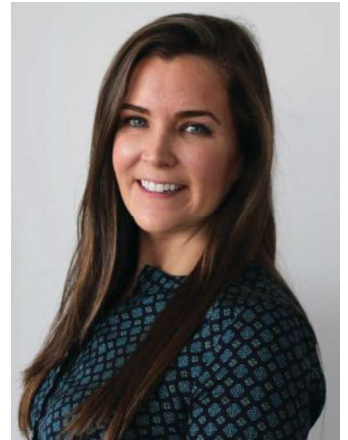
WEALTH ADVISER, BEACON
POINTE ADVISORS

IF ANYONE CAN be said to have finance in their genes, it's Kate Pettee. One of four children of parents who met as members of the equity research team at Standard & Poor's, she and two of her siblings have pursued careers in finance (the youngest is still in college). After graduating from Villanova University, where she played Division 1 tennis — "and where I really learned about teamwork" — Pettee spent two years as an analyst at J.P. Morgan. The last rotation of the program was in alternative investment sales to registered investment advisers, whose work intrigued her.

"Personal financial advice is a lot more holistic than investments; that and building relationships interested me." So when she learned of an opening at Beacon Pointe three years ago, she made the move.

Armed with a CFP designation and working on certifications in alternatives and divorce advisory, Pettee says she is developing a niche in ESG investing and recently hosted a national event on Earth Day that educated female investors on values-based investing through her firm's Women's Advisory Institute. When not explaining financial topics at work, Pettee explains food and nutrition to children as a volunteer in an after-school program.

— Evan Cooper



DESIGNATIONS

CFP  60%

MBA  43%

Series 7  35%

Series 66  30%

Series 65  20%

CFA  10%

ChFC  5%

CIMA  5%

40
UNDER
40



39

MAYA PHILIPSON

CO-FOUNDER AND CHIEF OPERATIONS OFFICER, ADASINA SOCIAL CAPITAL

SOCIAL ACTIVISM starts from the inside out, said Maya Philipson, co-founder of Adasina Social Capital, an investment management and financial activism firm that focuses on social justice. In addition to its products, it publishes a list of publicly traded companies that don't support racially and economically just policies. As COO, Philipson employs what she describes

as "operationalizing change" to "look [internally] at systems and processes that keep people out of financial services." For example, she rewrote the employee handbook to be gender neutral, expanded the benefits package to include employees' extended families and recruits from nontraditional backgrounds.

"As a result, my employees are happier and more energized. They are more committed to the firm and our mission," Philipson said. Adasina's mission: Pressing the financial services industry to advance the movements for racial, gender, economic and climate justice. "We wanted to make change at scale, on a societal level," Philipson said. "We dreamed bigger and thought, 'If we feel like we can, why not?'"

— Deborah Nason

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SARA RAJO-MILLER

DIRECTOR, MIRACLE MILE ADVISORS

IF YOU RECRUIT a young person with great people skills and drive — and believe in her wholeheartedly — the sky's the limit. That's the case with Sara Rajo-Miller, who joined Miracle Mile Advisors as an intern in 2012. Since then, she's built a \$1 billion book of business. Rajo-Miller, who grew up in Mexico, Europe and Israel, understands how to interact with people from different cultures and backgrounds, a strong advantage. She has focused in part on Spanish-speaking clients and on millennials like herself.

How did the firm bolster her success? "They treated me like a senior adviser from day one," she said. "As an analyst, I was allowed to interact directly with the clients right away, participating in meetings and doing quarterly reviews."

Having these direct connections enabled Rajo-Miller to build a strong referral network. The firm's demographics are an asset, she said, adding "Raising young employees up has helped grow the practice, especially with multigenerational wealthy families who like a firm with a multigenerational team."

— Deborah Nason



34

MATT REINER

CO-FOUNDER AND CEO, BENJAMIN

AFTER JOINING HIS father's established practice after college, Matt Reiner immediately used the high-net-worth-focused firm as a springboard to co-found a spinoff, called Wela Strategies, to serve mass affluent clients. The technology developed for that business served as the basis for another startup called benjamin, a platform for the industry that uses artificial intelligence to allow a firm's operating systems to communicate with each other and automatically program a virtual assistant to perform

routine daily tasks.

The inspiration for Wela came from a demand for services from clients with as little as \$10,000 in assets, said Reiner, who is a partner in Wela Strategies and in the original practice Capital Investment Advisors, as well as CEO and co-founder of benjamin. "Mass affluent is an underserved market that needs help. People wanted to work with us and it was up to us to figure out how to do it," he said.

Automating and standardizing processes, such as using only model-based portfolios, created more time to focus on client relationships, Reiner said. Indeed, Wela now serves about 800 families. "To reach financial goals, human advisers are necessary to navigate the human emotions that come with dealing with money," he said.

— Deborah Nason

34

SHIV SETHI

PRIVATE WEALTH ADVISER, MERRILL PRIVATE WEALTH

AFTER A DECADE in behind-the-scenes roles in the industry, Shiv Sethi decided to help individuals more directly and became a client-facing adviser. Seeing a need among friends and family for culturally sensitive financial advice, he stepped up to the plate himself. "A lot of people were seeking advice and didn't know where to find it or felt intimidated by the process of seeking it. They weren't being prospected," said Sethi, now a private wealth manager with the Irick Group of Merrill Lynch. The practice is built on the core values of diversity, inclusion and empathy, he said.

Sethi has great compassion for

other immigrants and minorities. As a child of Indian immigrants who ran their own business, he volunteers his time coaching other immigrant, small-business owners on matters such as budgeting, financials, credit, saving and accessing governmental and other resources. He also helps older members of his temple with estate planning and retirement planning.

"There's a clear lack of diversity and not enough young people going into wealth management," he said. "[Because of my visibility,] I've had people reach out to me about this career. They're finally seeing someone who looks like me in the industry."

— Deborah Nason



34

ERIC STEPHENSON

DIRECTOR OF CLIENT ADVISORY AND OPERATIONS, ALIGN IMPACT

IT'S FAIR TO say that Eric Stephenson catapulted to where he is today. When he injured his shoulder in high school, Stephenson decided to run track. But the team needed a pole vaulter, so despite zero experience, he agreed because vaulting didn't hurt his shoulder. His talent led to a scholarship from Temple University. There, he participated in the Sponsors Educational Opportunity program, in which volunteer executives mentor students from underprivileged backgrounds and arrange training and jobs. That led to an internship and a job at Xerox, followed by a short stint in private equity.

But motivated by his SEO experience, Stephenson wanted to give back. He enrolled in a graduate education program at the University of the Pacific where he met AssetMark founder Ron Cordes, who persuaded him to join the Cordes Foundation, which connects social entrepreneurs with resources. In 2018, Stephenson joined Align Impact, a female-led RIA that creates and implements impact-investing strategies for advisers, individuals and institutions.

Helping run the firm, he also gives back as a member of Duke University's advisory board on impact investing and as a mentor for a similar effort at Harvard.

— Evan Cooper



33

JARED TANIMOTO

FOUNDER, ASCENT WEALTH ADVISORS

ALTHOUGH A SOLO adviser, Jared Tanimoto hardly wants for peer interaction. He currently serves as president of the 500-plus member Orange County, California, chapter of the Financial Planning Association after years of leading its NexGen group and participating in the chapter's pro bono efforts. He is involved in the International Association of Advisors in Philanthropy and is active in the diversity and inclusion efforts of Advisors Growing as a Community, a private online group.

Tanimoto is also a member of the XY Planning Network and participates in its pro bono outreach efforts. As a student at the University of California at Irvine, Tanimoto was interested in a business career. Bumping into an insurance representative at a campus career event led to a two-year stint as a broker with NYLife Securities and then four years as an independent hybrid, during which time he earned his financial planning certification. He shed his securities licenses and created his own registered investment advisory firm in 2017.

"When I started, I didn't know how the industry was structured or how to proceed on a career path, so I turned to other advisers for advice," he said. "Now I'm trying to pay it forward by helping other young advisers."

— Evan Cooper



35

ERIN VOISIN

MANAGING DIRECTOR, WEALTH MANAGEMENT SERVICES, EP WEALTH ADVISORS

PROMOTED TO managing director earlier this year, Erin Voisin is not only busy overseeing four departments and 32 people, she also finds time to chair the financial literacy initiative at her \$12 billion RIA firm and run its intern program. In addition, selected on the basis of her leadership skills and passion for financial planning, Voisin serves as a CFP Board ambassador. What drives her? "I really believe in the power of financial planning to improve people's lives and ease their burdens," she says, especially in cases where illness strikes.

Voisin knows that pain firsthand: She lost her mother and other close relatives to cancer, and several other family members are in remission. Not wanting "people to have to worry about money on top of everything



else they're going through," she does pro bono financial planning for cancer patients and their families through the nonprofit Family Reach program.

A strong advocate for women, Voisin is developing a guide financial firms can use to create women's resource groups based on the EP Wealth Women's Initiative she launched and led for several years. When not at the office, she and her husband are raising a 1-year-old, a 5-year-old and a foster child.

— Evan Cooper