# Sallie Krawcheck

One of the Most Respected Voices on Wall Street

**Insights on How to Navigate the Financial Services Industry Safely and Come Out Ahead....From "The Most Powerful Woman on Wall Street."** One of the most important issues facing the US is the savings and wealth of individuals. Offering insights gleaned from two decades on Wall Street, and running two of the largest wealth management businesses in the world, Sallie Krawcheck offers an insider perspective into what works and what doesn't in investing, saving and navigating Wall Street. In this talk, she points to conventional wisdom that no longer works, continuing areas of risk in the industry and a path forward for the industry and for navigating the industry.

**The Outsider Inside: The "Last Honest Analyst" on The Future of Wealth Management.** The wealth management business is the subject of much commentary by industry pundits….a good portion of it wrong. The business is in many ways stronger than conventional wisdom would have it – but faces some significant obstacles and headwinds that if not addressed will have a meaningful impact on the business (as well as its cousins, the asset management and research businesses). Having run two of the largest wealth management businesses in the world, Ms Krawcheck offers insider insights, many counter-intuitive, into the business that financial services professionals will find useful as they participate in, partner with or serve that business.

**The Outsider Inside: The "Last Honest Analyst" on The Future of Financial Services** As a top-ranked research analyst, a Chief Financial Officer and senior manager in financial services over the past 20 years, Sallie Krawcheck has an unmatched perspective on the financial services industry. It is an industry whose future is uncertain, given stepped-up regulation, populist anger, an unfavorable operating environment and the increasing importance of technology. Unraveling the secular from the merely cyclical is challenging but crucial, both for the industry, as well as for the broader economy. Ms. Krawcheck does so, with an insider's knowledge and an analyst's perspective.

**Leadership Lessons Learned from Working for 7 (Yes, 7) Financial Services CEOs in the Best and Toughest of Times** Ms. Krawcheck has been on the front lines of financial services for the past two-plus decades. During that time, she has led and managed complex businesses through some of the most volatile markets in history. At the same time she has had a front-row seat in working directly for 7 financial services CEOs, at all points in their career spectra, gleaning important insights into leadership during crisis on what works and what fails. Offering sharp insight, laced with humor, Ms Krawcheck lays out the most important lessons in leadership, and particularly in leadership under fire.

**Women and Money: Insights from the "Most Powerful Woman on Wall Street."** The US is in the midst of a financial planning crisis, and nowhere more so than among women. Women live on average 6 years longer than men, but save just 2/3s as much for retirement. The causes are widespread, from earning less than men at every stage of their careers, to outsourcing financial management to the men in their lives. This talk can be tailored to women's groups looking for how to engage on this, or to financial services firms who see this as a business opportunity: For women's groups – Ms. Krawcheck brings practical advice and tips, learned both from her business background, as well as from her own personal experience, for women at every stage of their lives. For businesses – The business opportunity that this presents is significant, but it's not as easy as putting a pink bow on the checking account. Many firms have failed in the pursuit of women. Ms. Krawcheck offers insights into this important and growing market, which derive from her business as well as her personal experiences.

**Lessons for Women in Business—from the Most Senior Woman in the Most Male of Businesses** Ms Krawcheck has been on the front lines of financial services for the past two-plus decades. During that time, she has led and managed complex businesses through some of the most volatile markets in history. At the same time she has had a front-row seat in working directly for 7 financial services CEOs, at all points in their career spectra, gleaning important insights into leadership during crisis on what works and what fails. Offering sharp insight, laced with humor, Ms Krawcheck lays out the most important lessons in leadership, and particularly in leadership under fire.