New Book Cracks the Code on Winning Women Investors: An Untapped Multi-Trillion Dollar Market

NEW YORK, May 6, 2015 - Women in the U.S. exercise decision-making control over $11.2 trillion of investable assets and 62 percent of women in the U.S., UK, China, Hong Kong, Singapore and India identify as the primary source of household assets. Yet, a majority (53 percent) of female wealth in these markets is unmanaged by an advisor. These findings underpin the premise of Andrea Turner Moffitt’s book, Harness the Power of the Purse: Winning Women Investors, which defines the market opportunity women represent and offers a roadmap for advisors and firms seeking to better reach and serve women investors.

Drawing upon a wealth of data—including findings from nationwide surveys reaching more than 6,000 investors—Turner Moffitt reveals a nuanced picture that not only quantifies women’s untapped wealth but also lays bare their unmet needs and gives voices to their desires in terms of services and products. Drawing from her personal story as a former investment banker and hedge fund analyst and insights from top advisors and industry leaders like Sallie Krawcheck, chairman of Pax Ellevate Fund and Jamie Broderick, head of UBS Wealth Management in the United Kingdom, Turner Moffitt provides solutions to building gender smarts from the inside out.

The book details key investment decision-making factors – women’s confidence, acumen and risk – and unpacks the behaviors that individual advisors and wealth management leaders need to invoke to win women’s trust and loyalty as investors.

In addition to an in depth exploration of women investors globally and tangible tactics for winning women’s trust and loyalty, chapters in the book explore:

- the unconscious biases that continue to weigh on the financial services industry and the resulting costs in terms of missed market opportunities
- the tangible behaviors and traits that create the inclusive environment women are seeking both as clients and as employees
- the rich impact women want to have in the world to drive change for themselves, their families and their communities with a deeper and wider value proposition as investors
- the dichotomy between key female market segments: inheritors vs. creators

“Unlike industry perceptions, female investors are not a monolithic market. Cracking the code with women investors requires a mindset shift,” says Turner Moffitt. “To do so, change must happen at two levels: firm culture and advisor behaviors on the frontlines. By following the book’s six-part roadmap,
advisors gain the know-how to better tap into this market, giving women the opportunity to better leverage their wealth and realize their most cherished goals.”

For more information, please visit http://www.talentinnovation.org/publication.cfm?publication=1455.

About the Author

Andrea Turner Moffitt, a former investment banker and hedge fund analyst, is a senior vice president at the Center for Talent Innovation (CTI) and managing director at Hewlett Consulting Partners. She co-authored CTI’s global study on female investors in 2014 and advises companies on realizing growth opportunities in diverse markets. She’s the founder of Wealthrive, Inc. a start-up platform inspiring and empowering women to be confident investors. An honors graduate from Columbia Business School and the School of International and Public Affairs, she earned her BA from Tulane University. She is the Co-chair of Columbia Business School’s Social Enterprise Alumni Circle, a board member of Tulane University’s Center for Engaged Learning and Teaching and is a term member of the Council on Foreign Relations.

About the Book

Harness the Power of the Purse: Winning Women Investors

By Andrea Turner Moffitt (author) and Sylvia Ann Hewlett (forward)
Rare Bird Books

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