

Sallie Krawcheck, Founder and CEO of Ellevest

Wikipedia Bio

Krawcheck grew up in Charleston, South Carolina. She has described her childhood as "half Jewish, half WASP-y. She attended the Porter-Gaud School. While in high school, she was a local track star, and in 1983, as a high school senior, she was honored as a South Carolina Presidential Scholar. She received a Morehead Scholarship to the University of North Carolina at Chapel Hill where she received a degree in journalism. In 1992, she obtained an MBA from Columbia Business School.

Ellevest Network Bio

Ellevest is the largest community of women at work. A powerful coalition of ambitious and supportive women who believe there is strength in numbers. We show up for each other, helping everyone — no matter their background or aspirations — build a career they love. And, more importantly, we mobilize our collective power to change the culture of business.

Sallie Krawcheck's professional mission is to help women reach their financial and professional goals (or, put more bluntly, to get more money into the hands of women), thus enabling them to live better lives and unleashing a positive ripple effect for our families, our communities and our economy. To that end, Krawcheck is the Chair of the Ellevest Network, a 135K-strong global professional women's network; she is also the CEO and co-founder of Ellevest, a digital-first, mission-driven investment platform for women; she is Chair of the Pax Ellevest Global Women's Leadership Fund, a fund that invests in the top-rated companies for advancing women; and she is the best-selling author of "Own It: The Power of Women at Work."

Before launching Ellevest, Krawcheck built a successful career on Wall Street: She was the CEO of Merrill Lynch, Smith Barney, US Trust, the Citi Private Bank, and Sanford C. Bernstein. She was also Chief Financial Officer for Citigroup. Prior to that, Krawcheck was a top-ranked research analyst covering the securities industry.

Krawcheck, one of few executives to find success in large complex companies and as a startup CEO, is widely recognized as one of the most influential women in business. She has been recognized by *Inc.* as a "Top Female Founder", called "The Last Honest Analyst" by *Fortune* magazine, was named the seventh most powerful woman in the world by *Forbes*, was # 9 on *Fast Company's* list of the "100 Most Creative People in

Business," called one of the top 10 up and coming entrepreneurs to watch by *Entrepreneur Magazine* and has landed on *Vanity Fair's* "The 2018 New Establishment List."

Krawcheck received a BA summa cum laude from the University of North Carolina at Chapel Hill and an MBA with honors from Columbia Business School. She has two children and two cats.

- Found on Instagram
- Modern-day Suzie Orman
- Recently signed up for an account with Ellevest
 - Membership based
 - Investment: Ellevest Core and Ellevest Impact
 - designed for positive social impact by advancing women in three areas:
 - Women In Leadership: Funds investing in companies with more women leaders and policies that advance women.
 - Sustainable, Accountable Companies: Funds investing in companies working to meet higher standards for sustainability and ethical practices.
 - Thriving Communities: Funds providing loans to support women-owned businesses and companies that provide community services — child education, performing arts, housing and care for seniors and individuals in need.
 - I looked at the funds and they are still monster corporations
 - They also have general banking with a savings account and a spend account. They round up purchases and drop them into savings account
 - Tons of coaching and Workshops ****Note that in the episode, I mention the workshops and coaching are free to Ellevest members, but there is in fact a fee to sign up for each individual workshop, depending on your level of membership. Apologies for this misinformation! ****
 - Women are less informed about finances, are taught that it's rude and crude to talk about money, and often just leave their finances to their male partner.
 - Women live longer than men, so once their partner passes, they don't know how to handle their money. Or if they get divorced, they have to learn for the first time how to take care of themselves in this way

- Most, if not all, investment companies are designed more for men. But men reach their peak salary at different times than women. For women it's age 44, and for men it's age 55.
 - Women also retire later than men, and this all affects how one would and should invest
- My only issue with this is the fear-based tactic. But I do agree that women need to be more concerned about their own finances than they are. And Ellie uses this urgency as a way to empower women to take care of themselves.