



WELD Pittsburgh

Executive Women's Series

February 2019



Audrey Arthur



Stephanie Campbell



Laura Freedman



Gabby Hodgson

WELD Pittsburgh is excited to announce its February executive women's series for the chapter! The executive women's series focuses on topics relevant to women at advanced levels in their careers or businesses and provides a great opportunity for women to connect with their peers across the community.

February 12, 2019
Tuesday

Networking
5:30pm-6:00pm

Program
6:00pm-7:30pm

burkeMICHAEL+
WBE
833 Beech Ave
Pittsburgh, PA 15233

- Registration Fees -
Member: \$40
Non-Member: \$50

**Corporate members have a set number of FREE invitations to this event! Please contact Mindy Koenig at mkoenig@weldoh.org for more information.*

*For sponsorship opportunities, contact Gosia Humes
gosia@burkemichael.com*

Venue Host:

burkeMICHAEL+

Economic Blind Spots: Women's Advancement and the Hidden Opportunities

Women are advancing at an unprecedented rate but yet continue to face challenges to economic advancement. Women in the executive ranks may shy away from discussions regarding compensation and asking the right questions to help their understanding all of their options and the components of executive compensation packages. As more and more women become the chief income earners in their families, it is important for them to understand their blind spots and build their financial confidence.

Join our panel of three finance professionals as they shed light on women's blind spots, especially as they pertain to executive women, and share strategies to achieving professional AND economic success.

*Registration closes on February 7th. Late fees apply after registration closes. Contact Mindy Koenig at mkoenig@weldoh.org if you have questions.
No refunds or credits after 2/5/2019*

Register at:
www.weldusa.org

WELD's mission is to develop and advance women's leadership to strengthen the economic prosperity of the communities it serves. A national 501(c)(3) organization, WELD builds programs, events and a community to support the leadership development of women and drive business growth.

About our Speakers...



**Audrey Arthur -
Panelist
Financial Advisor
Morgan Stanley**

Audrey Arthur is a Financial Advisor at Morgan Stanley Wealth Management. She provides a personalized goals-based wealth management experience to each client and helps her clients strategically position themselves for financial success by leveraging Morgan Stanley's world class investment research capabilities. Audrey is originally from Ghana, West Africa. She earned her Bachelor's degree in Real Estate from the Kwame Nkrumah University of Science and Technology in Ghana and earned her MBA in Finance from the University of Pittsburgh's Katz Graduate School of Business.



**Stephanie Campbell -
Moderator**

Stephanie Campbell is an experienced social media and digital marketing leader, a philanthropist and an advocate for empowering and mentoring women. As the Social Media Manager at Aerie, a division of American Eagle Outfitters, Inc., she has played a key role in growing the company's social presence and has led a number of successful campaigns to support the brand's body-positive and 100% no retouching #AerieREAL message. Stephanie earned her MBA in 2017 from Joseph M. Katz Graduate School of Business at the University of Pittsburgh – where she continued her education in Marketing, Strategic Thinking, Innovation and Entrepreneurship. In October 2018 she launched and hosts the Brava Podcast, a platform where she applauds dynamic women and shares their compelling stories to serve as a catalyst of discovery and inspiration for others.



About our Speakers...



**Laura Freedman -
Panelist
Financial Advisor
Southpointe Wealth
Management of UBS
Financial Services**

Laura is a financial advisor who specializes in executive financial planning and professional transitions. Prior to her role as a financial and investment advisor, she was a Senior Human Resource Executive for a Fortune 500 company. Laura brings over 25 years of experience advising leaders on business strategy and mitigating risk. She has advised leadership teams on: Rapid growth and scaling of multi-unit operations, Mergers and acquisitions, Operationalizing disruptive technology and Strategies to generate revenue growth. Laura holds an MBA from the University Of Pittsburgh Katz School Of Business and is a Certified Executive Coach.



**Gabby Hodgson -
Panelist**

Gabby Hodgson is an Associate Market Executive at Merrill Lynch for the Western PA Market. She has worked in the financial services industry since 2001; previously as a sales executive for Vanguard and Goldman Sachs Asset Management until her recent move to Merrill Lynch leadership. She has worked with financial advisors for her entire career and is passionate about helping them best serve their clients. She lives in Hampton Township with her husband, Chad and her 2 children, Otto and Tatum.

