

Tearing Down the Pink Wall

A sponsored thought leadership series presented by
DAI PARTNERS



Media Briefings Promoting Women in the Workplace and Boardroom

- Despite industry efforts, women in financial services are still underrepresented and fail to reach the upper echelons of management at rates comparable to their male counterparts.
- DAI Partners, a woman-owned agency, conceived Tearing Down the Pink Wall as a forum for women executives to spotlight their expertise, describe their professional experiences and their share their views about the future.





Benefits

- Engage in the national discussion on diversity and empowerment, positioning your firm as a leader in this space
- Showcase your executives
- Highlight your investment expertise
- Generate news coverage with a turnkey solution
- Establish relationships with the national news media, make new contacts – our speakers see an increase in their media profiles following the event.



Past Speakers

- **Yana Barton**, Vice President, Portfolio Manager Growth Team, Eaton Vance Management
- **Jewelle Bickford**, Partner, Evercore
- **Lisa Cregan**, Mid-Atlantic Regional Director, Morgan Stanley
- **Barbara Krumsiek**, Senior Fellow, Women's Leadership Institute, Georgetown University and former CEO, Calvert Investments
- **Maria Fiorini Ramirez**, Chairwoman, MFR Securities, Inc.
- **Anne Walsh**, Chief Investment Officer, Fixed Income, Guggenheim Investments

Media Attendance

- 401(k) Wire
- Bankrate
- Barron's
- Bloomberg
- Citywire
- Debtwire
- Financial Advisor
- Fund Action
- Fund Fire
- Institutional Investor
- Insurance News
- Investment News
- Markets Insider
- Nerd Wallet
- New York Post
- Pensions & Investments
- Registered Rep
- Reuters
- Think Advisor
- Trusts & Estates
- Vanity Fair
- Wall Street Journal
- WealthManagement.com
- WealthTrack
- Worth

Media Coverage

MANAGER PROFILE

FEB 26 2018



A collaborative, team-based approach has helped Guggenheim Investments' Anne Walsh pull ahead across her four fixed income funds

VICKY GE HUANG

In an industry where women account for less than 10% of the workforce and typically run smaller funds than their male counterparts, Anne Walsh is an exceptional portfolio manager in a very literal sense.

The chief investment officer for fixed income at Guggenheim Investments has more than three decades of portfolio management experience under her belt and oversees more than \$185 billion in assets.

She is a portfolio manager on all four of Guggenheim's taxable multi-sector fixed income funds: the \$9.3 billion Guggenheim Total Return Bond fund, the \$2.8 billion Guggenheim Limited Duration fund, the \$5.6 billion Guggenheim Macro Opportunities fund and the \$400 million Guggenheim Investment Grade Bond fund. All four currently boast five-star ratings from Morningstar, impressive stuff.

Even so, Walsh is keen to point out that she runs all these funds as part of a team. It's one

that is founded on a philosophy that traces its origins back to Nobel Prize winner Daniel Kahneman, whose work on the psychology of decision making and behavioral finance was popularized in his book *Thinking, Fast and Slow*.

"Basically, the whole world of behavioral finance can probably be summed up in a few words, which are: 'Investors value avoidance of loss more than they embrace what [people] today refer to as alpha or excess return,'" Walsh says.

"So, keeping that in mind, you will see all of our core beliefs, the investment philosophy, centered on that kind of thinking."

As a fixed income manager, it is particularly important for Walsh to embrace this philosophy, she explains. While equity markets can go up and down dramatically, driven by a variety of factors, fixed income investing is always tied to a bond's payout, no matter how much price momentum there is in the market, she says.

"If nothing else changes, you buy a bond on day one, you pay par, you clip the coupon, the bond matures and basically your return over the whole course of the holding period is your return. It is effectively the coupon you've clipped," she says. "Because of this really asymmetric return, our philosophy is basically that there are lots of ways to ensure this avoidance of loss."

OPPORTUNITY KNOCKS

Another way that bond investing differs from picking equities is the role of indices. While most efficient equity markets can be replicated and accessed via an index, the same is not true for

At events held in New York City with national and financial media, DAI Partners and Pink Wall sponsors highlight high profile women in financial services and seek to advance the role of women in the field.

Media Coverage



- [Guggenheim's Anne Walsh Sees Liquidity Mismatch in Passive Bond Funds](#)
– Bloomberg
- [How 3 Female Asset Managers Built Decades-Long Careers](#)
– Think Advisor

What People are Saying About the Pink Wall series

*"I liked the event very much. All good speakers.
Not sure how I would improve on it."* - Financial Journalist

"DAI Partners was on top of everything from A through Z. Knowledge, check. Experience, check. Attention to detail, check. Pleasure to work with, check. Use again, check."

– **Ivy McLemore**, Managing Director, Investment Communications, Guggenheim Investments

"The event topics were timely and relevant and the speakers were knowledgeable and authentic. A wonderful opportunity to make new connections and build upon existing relationships."

–**Robyn Tice**, Vice President, Media Relations, Eaton Vance Distributors, Inc.



Format

- Three panelists
- 90 minutes
- Each covers investment topic, followed by Q&A
- Each covers career path and ways to encourage more women into financial services and movement into C-suite.

Join DAI Partners for breakfast at The Coffee House*

Tearing Down the Pink Wall

Outlook for Equities, Bonds and the Economy
Perspectives from Women Portfolio Managers on Investing and Careers in Asset Management

Enjoy an informative conversation with three outstanding women from three prestigious financial services firms as they provide their insights about investing opportunities and pitfalls in 2018 and successful careers in asset management.

Tuesday, January 30, 2018

8:30-10:30 AM

The Coffee House*

20 West 44th St, NYC

Breakfast will be served

Speakers



Yana Barton

Vice President, Portfolio
Manager Growth Team,
Eaton Vance Management



Maria Fiorini Ramirez

Chairwoman, MFR
Securities, Inc., Economic
forecasts and trends analysis



Anne Walsh

Chief Investment Officer,
Fixed Income, Guggenheim
Investments

GUGGENHEIM

RSVP:

Angela Dailey, dailey@daipartnerspr.com; Kate Ennis, ennis@daipartnerspr.com; Patrice Kozlowski, kozlowski@daipartnerspr.com; Elizabeth Powell, powell@daipartnerspr.com

*A storied club formed in 1916 by renegade members of the Knickerbocker Club. Herbert Hoover, Conde Nast, Maxfield Parrish, P.G. Wodehouse and Efram Zimbalist were among the early members.

Media Events

At events held in New York City with national and financial media, DAI Partners and Pink Wall sponsors highlight high profile women in financial services and seek to advance the role of women in the field.



Speakers:

- Jane Buchan, PhD, CAIA, Former CEO and Co-Founder Pacific Alternative Asset Management Company (PAAMCO)
- Sarah H. Ketterer, Chief Executive Officer, Portfolio Manager, Causeway Capital
- Qi Wang, Managing Director, PIMCO, Lead Portfolio Manager, Global Macro Hedge Fund Strategies

Moderator: Consuelo Mack, Founder & Host of WealthTrack

Investment Perspectives from Extraordinary Women in Investment Management

A Discussion of Equities, Bonds, Alternative Investments and Careers

Moderated by Consuelo Mack, host of Public Television's WealthTrack

A UNIQUE OPPORTUNITY

Don't miss this opportunity to meet some of the nation's best and brightest investors, whose firms collectively manage over \$2 trillion in assets. Join us for this informative conversation on investment opportunities and careers.

WHEN:

Friday, October 26, 2018

TIME:

Registration: 4:30 PM – 5:00 PM

Program: 5:00 PM – 6:15 PM

Program: Q&A: 6:15 PM – 6:30 PM

Cocktail Reception: 6:30 PM – 7:30 PM

WHERE:

University of
California, Irvine

Merage School Auditorium
4293 Pereira Dr, Irvine, CA

TICKETS:

Complimentary to UCI Community, WISE Members and anyone else that wants to attend!

RSVP now at <https://merage.uci.edu/ciwm-women>

UCI Paul Merage
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Community Events

In collaboration with our non-profit client, Women Investing in Securities and Education (WISE) and the University of California, Irvine, the Pink Wall series encourages more women to enter financial services and helps others in the field advance to the C-Suite. Distinguished women, including CEOs and portfolio managers, talk about investing and their career paths in the financial industry.

About DAI Partners

We help financial services companies achieve their business and marketing goals and deliver measurable results through strategic internal and external public relations and communications programs. For more information, see www.daipartnerspr.com



Tearing Down the Pink Wall



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