



**Sallie Krawcheck** has built a career that demonstrates it is possible to turn around and substantially grow troubled financial services businesses through eliminating a number of Wall Street conflicts of interests and focusing on the investing client. She is the owner of 85 Broads, a professional woman's network. She is also an industry commentator and LinkedIn INfluencer, with more than 250K followers, focusing on her passions: regulatory reform, the analysis of big banks, and women in business. In addition, she is advising a number of start-ups, both formally and informally.

Krawcheck's experience includes:

- Reversing the decline in Merrill Lynch's profitability and Financial Advisor headcount and stabilizing US Trust while at Bank of America, gaining share across the wealth management businesses;
- Separating research from investment banking at Citi, to restore the business' reputation and profitability in the wake of the Wall Street research scandal;
- Substantially growing Sanford Bernstein's research business by exiting the investment banking business and producing what is broadly agreed to be the highest quality research on Wall Street; and
- Integrating and launching the innovative MerrillEdge, Merrill Lynch's on-line offering.

In addition, alone among senior Wall Street executives, Sallie Krawcheck reimbursed individual investor clients for a portion of losses incurred during the financial downturn from poorly performing products sold by Citi and, later again, at Bank of America. She provided 0% interest rate loans to investors caught in frozen Auction Rate Securities in 2008.

Sallie Krawcheck is past president of Global Wealth & Investment Management for Bank of America, the largest wealth management business in the wor...

### Sallie Krawcheck

#### Speech Topics

- ▮ Women in Business
- ▮ Personal Growth
- ▮ Leadership
- ▮ Finance
- ▮ Female Motivational
- ▮ Economics

