



**100 women in
hedge funds®**

**Education Session No. 624:
Winning Women to Asset Management**

September 22, 2016 at 5:45 PM
Hamilton, Bermuda

Public companies with female board representation return a compound 3.7% a year over those with no women. Companies which are more gender diverse have a 41% higher ROE than companies without senior female leadership.

So why does the investment management industry have just 20% female membership, compared to 34% of the legal profession and 50% of accountants being women?

CFA Institute's Wendy Pirie will highlight discussions she has held with women globally on how to encourage advancement in the investment management industry, and explain why it's a necessity to win women to asset management.

Network with peers and enjoy cocktails overlooking the Hamilton Harbour following the discussion.

Event Details

Date: September 22, 2016

Time: 5:15 PM Registration.

We will begin *promptly* at 5:45 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Host: CFA Society Bermuda

Location: Hamilton Princess & Beach Club
76 Pitts Bay Road, **Hamilton**, Bermuda

RSVP: [RSVP Now](#)

If you have any questions about this event, please contact bermuda@100womeninhedgefunds.org

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

Admission to this event is free, but there is a 25 USD charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to the beneficiary of 100WHF's most recent Bermuda philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

Biography

Wendy L. Pirie, PhD, CFA, CA, CPA/PFS, CGMA, CAIA, Director, Curriculum Projects, CFA Institute
Prior to joining CFA Institute in 2008, Wendy taught for over 20 years in Canada and the United States at a broad range of institutions - large public universities; small, private, religiously affiliated colleges; and a military academy. She primarily taught finance courses, as well as accounting, taxation, business law, marketing, statistics and strategy. Wendy has published in the Journal of Financial Research, Journal of Economics and Finance, Educational Innovation in Economics and Business, and Managerial Finance. Before teaching, she worked at Deloitte in Toronto. Wendy's most recent research focused on stewardship and integration of moral conscience into management and financial decision-making. She holds a PhD from Queen's University, Kingston, Ontario, and MBAs from the University of Toronto and the University of Calgary.



About CFA Society Bermuda (www.cfasociety.org/bermuda)

CFA Society Bermuda is the local member society of CFA Institute, the global association of investment professionals that sets the standard for professional excellence and credentials. The organization is a champion for ethical behavior in investment markets and a respected source of knowledge in the global financial community. The end goal: to create an environment where investors' interests come first, markets function at their best, and economies grow.

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organisation serving over 13,000 alternative investment management investors and finance professionals in 20 locations through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 600 industry education events globally, connected more than 400 senior women through Peer Advisory Groups and raised over \$38 million gross for philanthropic causes in the areas of women's and family health, education and mentoring.