



Contact: Stephanie Gularte  
Stephanie@WomensLeadAlliance.org  
October 1, 2024

## **FOR IMMEDIATE RELEASE**

### **The Women's Leadership Alliance Welcomes Female Advisors' Network Members and Founder**

[Saint Petersburg, FL] - [October 1, 2024] - Two organizations committed to advancing women in the financial advising profession are merging their memberships. The Women's Leadership Alliance (WLA), a nonprofit, 501(c)3 organization with a mission to address the continued underrepresentation of women in financial advising with programs to attract, support, and advance women in the profession, welcomes members of the Female Advisor Network (FAN) into the nonprofit's growing Ambassador Community. This strategic move is designed to further the WLA's mission to attract, retain, and elevate women in the financial advising profession. As part of this transition, Nina O'Neal, the Founder of FAN and Partner & Investment Advisor with AIM Advisors, will join the Board of Directors of the Women's Leadership Alliance.

The Women's Leadership Alliance was created in 2017 to address the lack of progress in attracting and retaining more women in the financial advising profession. The organization's Ambassador Membership community which launched in the fall of 2023, is dedicated to providing a supportive and inclusive community for women in financial advising, together with industry allies, to offer mentorship, professional development, and advocacy outreach. The WLA is thrilled to welcome members of FAN to this community, consolidating efforts to foster collaboration to advance gender equity in the industry.

**“A long-term strategic alliance with the Women’s Leadership Alliance was a no-brainer,” O, Neal said. “Their mission and vision directly align with both my own and the Female Advisor Network. I am eager to continue to further enhance the opportunities and experience for women in financial services alongside such a prestigious group of experienced and dedicated leaders in the industry.”**

Nina O’Neal's appointment to the Board of Directors is a significant step in the WLA's efforts to advance a nationwide movement to empower women in financial advising. Her proven track record as a national thought leader and advocate for female financial advisors aligns seamlessly with the core values of the Women's Leadership Alliance. Through her founding of the Female Advisor Network and her commitment to driving industry advancement for women, Nina has emerged as a key figure in promoting gender equity in the financial services sector.

Kimberlee Bouska, Chair of the Board of Directors of the Women's Leadership Alliance shared, **"By joining forces with Nina and the Female Advisor Network, we aim to strengthen our network of support and advocacy, creating more opportunities for women to thrive in the financial services sector."**

The Female Advisor Network was founded in 2019 as a national membership organization for female financial advisors, focused on empowering its members by providing a community of support, education, mentorship, and collaboration. The network offered valuable membership benefits, including access to an online portal, a "partner marketplace" with discounts from notable organizations in financial services, and industry conference discounts and opportunities for networking. Many of these benefits will now be offered through the WLA Ambassador Community.

**“The WLA is making tremendous strides in expanding the reach and impact in our mission to influence progress in attracting, retaining, and advancing**

**more women in the advising profession,”** said the WLA’s Executive Director, Stephanie Gularte. **“We look forward to adding FAN to the WLA’s Ambassador membership and growing the reach and impact of our firm-agnostic community.”**

For more information about the Women's Leadership Alliance and their initiatives, please visit <http://womensleadalliance.org>.

#####

**Vision of the Women’s Leadership Alliance**

A transformed financial advising industry in which women comprise an equitable representation at every level.

**Mission of the Women’s Leadership Alliance**

To attract, develop, and empower women to build thriving and fulfilling financial advising careers.

The Women’s Leadership Alliance is a registered 501(c)(3), nonprofit organization.  
EIN #81-3732234