

## Collaborative WIM in Partnership with Goelzer Investment Management Presents:

### Undiversified: The Big Gender Short in Investment Management

#### 10/18/22 EVENT RECAP

By Cynthia McLaughlin

**Speaker:** Ellen Carr, CFA, Portfolio Manager and Principal, Barksdale Investment Management  
**Speaker:** Katrina Dudley, CFA, CAIA, Senior Vice President, Portfolio Manager, and Investment Strategist, Franklin Templeton Investments

October 18th brought women from many corners of the globe together on Zoom to attend Collaborative WIM's event On the Same Page: Live Q&A with the Authors of "Undiversified: The Big Gender Short in Investment Management ". Even in 2022, the ranks of portfolio managers are represented by a mere 10% of women which is contrary to diversification as a tenet of our industry. This recently published book by Ellen Carr and Katrina Dudley offers solutions for navigating the barriers that discourage and limit women from entering and advancing in the industry.

After brief introductions, attendees joined breakout rooms for networking. We discussed the "imposter syndrome" and shared experiences on how the gender gap has impacted our perspectives and careers. Common themes were being the "only woman in the room" with this gender gap persisting across all roles.

Carr and Dudley emphasized that the focus of the book is not to blame men but to highlight how we can work collectively to move forward at every point in the investment management supply chain. There are multiple and complex problems contributing to a lack of diversity. As evidenced at even the most prestigious business schools, women have long suffered from a structural deficit in confidence. Drilling into the recruiting process, many firms have a long list of required and preferred skills. At this entry point, women may select out of these roles if they do not meet all criteria which makes recruiting, retaining and nurturing female talent challenging. Additionally, Carr and Dudley stated that women have been facing high levels of burnout. Employers can encourage female talent by leading with career development and purpose, deemphasizing "preferred" skills and creating a fair playing field for opportunities.

The event concluded with Carr and Dudley addressing specific attendee questions. Their book provides a framework for navigating career paths where women may not have a natural advantage. Encouragingly, the diverse line-up of female portfolio managers showcased offers evidence of success.

A special thanks to CFA Society Italy for hosting this inspiring event. All book proceeds will go to support the financial literacy work of our friends at Rock The Street, Wall Street.