
LEAD WITH YOUR STRENGTHS, AND DON'T BE AFRAID TO SPECIALIZE?

Emily Rubin — Managing Director – Wealth Management, UBS Financial Services Inc.

03/21/2022

To celebrate Women's History Month, welcome to the first edition of our Women in Asset Management blog series. In this new forum, we offer fresh takes on the challenges and opportunities impacting the investing industry—as seen through the lens of successful female advisors.

WisdomTree: How did you decide to pursue this as a profession?

Emily Rubin: Growing up with my father as a financial advisor, I heard his stories about helping clients achieve their goals, and I knew it was something I wanted to do one day. But I wanted to be successful in my own right first. So, after graduating with a dual-degree from Wharton and the University of Pennsylvania, and later receiving my MBA from Dartmouth's Amos Tuck School of Business, I spent four years as a management consultant at McKinsey & Company. That's where I honed my strategic thinking and analytical skills. It's also where I got very comfortable advising senior executives on complex business issues.

One day as I was thinking about my next steps after McKinsey, I had this "aha" moment. I was sitting in a coffee shop with a friend who was also contemplating changing jobs, and I started talking about joining my father's business at UBS. I suddenly realized I would have to be crazy not to seize this unique and very entrepreneurial opportunity to help modernize, transform and grow my father's 30-year-old wealth management business at UBS.

With the invaluable experience I'd gained at McKinsey, I was ready to make a real contribution to the family business. At McKinsey, I'd learned how to evaluate a business and identify opportunities. I used these skills to take a step back, evaluate our business and identify ways we could really enhance our client experience and further deepen relationships with our many multi-generational clients.

The extra value I was able to add really made taking over the business an easy transition for our clients. The long-term trust they had in my father was transferred over to me over the years.

WisdomTree: You've carved out a niche advising entrepreneurs and their families. What led you to this approach, and how does building a larger, specialized team help you offer more differentiated and valuable advice?

Rubin: As I took over the business, I realized that the types of clients we serve — which increasingly were comprised of entrepreneurs and senior business leaders—would really benefit from a larger super-team led by professionals with deep expertise advising individuals like them. That is, clients possessing complementary skill sets and a truly differentiated strategy.

Initially I met many teams that didn't share my client-focused mindset, and I knew they weren't a great fit. Then I found an amazing UBS Private Wealth Management team called the Entrepreneurs Group that was an industry leader in advising people in this niche. They complemented my experience and client base perfectly. Now we have a targeted focus on helping entrepreneurs, senior executives and their families to thrive. Prior to working in wealth management, my partners Ken Shapiro and Tom Livaccari were both entrepreneurs. I contributed the skills I'd gained from transitioning my family business. Together, we provide a unique wealth management offering that targets successful entrepreneurs going through liquidity events. The extra value we bring by focusing on a specific niche, coupled with the time we each spent in our own clients' shoes, really helps us see things through their eyes. It has really propelled our business to the next level.

WisdomTree: What is the biggest challenge clients face that advisors like you and your team help them conquer?

Rubin: One of the biggest challenges with entrepreneur clients is something that's normally a strength. Successful entrepreneurs often grow accustomed to feeling in control of their destiny. Then when they sell their companies, they get a lot of cash and need to invest in things over which they have little or no control. This can lead to a lot of anxiety. We

initially help them overcome it using a planning process we call SELL (Strategies For Life's Liquidity). It helps them understand the amount of liquid capital, allocation and returns they need to achieve their lifetime financial goals. It gives them back a little control. We combine this approach with a systematic monthly communication process that lets us keep them informed while also ensuring nothing falls through the cracks. These two things help them resume a much greater sense of control, while building their trust in us and confidence that we'll guide them to successful outcomes.

WisdomTree: Do you think being a woman advisor in a male-centric industry has been a disadvantage for you?

Rubin: No, I have never felt that being a woman in wealth management has been a disadvantage. I feel like you have to work with your specific personality style and highlight your strengths. The person who chooses me as their advisor may be someone looking for a woman advisor (I do happen to have a large percentage of women among my top clients). However it's more likely they're someone who isn't looking for an aggressive, smooth-talking advisor who gives out tips on the golf course. Rather, they're a client who gravitates to a more empathetic, high-touch, pragmatic and analytical approach.

Important Risks Related to this Article

UBS Financial Services Inc. is not affiliated with WisdomTree Asset Management, Inc.

For standardized performance and the most recent month-end performance click [here](#) NOTE, this material is intended for electronic use only. Individuals who intend to print and physically deliver to an investor must print the monthly performance report to accompany this blog.

View the online version of this article [here](#).

IMPORTANT INFORMATION

U.S. investors only: Click [here](#) to obtain a WisdomTree ETF prospectus which contains investment objectives, risks, charges, expenses, and other information; read and consider carefully before investing.

There are risks involved with investing, including possible loss of principal. Foreign investing involves currency, political and economic risk. Funds focusing on a single country, sector and/or funds that emphasize investments in smaller companies may experience greater price volatility. Investments in emerging markets, currency, fixed income and alternative investments include additional risks. Please see prospectus for discussion of risks.

Past performance is not indicative of future results. This material contains the opinions of the author, which are subject to change, and should not to be considered or interpreted as a recommendation to participate in any particular trading strategy, or deemed to be an offer or sale of any investment product and it should not be relied on as such. There is no guarantee that any strategies discussed will work under all market conditions. This material represents an assessment of the market environment at a specific time and is not intended to be a forecast of future events or a guarantee of future results. This material should not be relied upon as research or investment advice regarding any security in particular. The user of this information assumes the entire risk of any use made of the information provided herein. Neither WisdomTree nor its affiliates, nor Foreside Fund Services, LLC, or its affiliates provide tax or legal advice. Investors seeking tax or legal advice should consult their tax or legal advisor. Unless expressly stated otherwise the opinions, interpretations or findings expressed herein do not necessarily represent the views of WisdomTree or any of its affiliates.

The MSCI information may only be used for your internal use, may not be reproduced or re-disseminated in any form and may not be used as a basis for or component of any financial instruments or products or indexes. None of the MSCI information is intended to constitute investment advice or a recommendation to make (or refrain from making) any kind of investment decision and may not be relied on as such. Historical data and analysis should not be taken as an indication or guarantee of any future performance analysis, forecast or prediction. The MSCI information is provided on an "as is" basis and the user of this information assumes the entire risk of any use made of this information. MSCI, each of its affiliates and each entity involved in compiling, computing or creating any MSCI information (collectively, the "MSCI Parties") expressly disclaims all warranties. With respect to this information, in no event shall any MSCI Party have any liability for any direct, indirect, special, incidental, punitive, consequential (including loss profits) or any other damages (www.msci.com)

Jonathan Steinberg, Jeremy Schwartz, Rick Harper, Christopher Gannatti, Bradley Krom, Tripp Zimmerman, Michael Barrer, Anita Rausch, Kevin Flanagan, Brendan Loftus, Joseph Tenaglia, Jeff Weniger, Matt Wagner, Alejandro Saltiel, Ryan Krystopowicz, Kara Marciscano, Jianing Wu, Brian Manby and Scott Welch are registered representatives of Foreside Fund Services, LLC.

WisdomTree Funds are distributed by Foreside Fund Services, LLC, in the U.S. only.

You cannot invest directly in an index.