Helping every individual reach their financial poten- tial is at the core of what Berkshire Bank does every day, especially as it relates to wealth advising.

Historically, a lack of female representation among wealth advisors has rein- forced an unidirectional set of gender roles that prevent many women from becoming confident investors in their own financial futures. Berkshire Bank takes pride in its diverse group of financial advisors and wealth managers from many backgrounds.

“The data shows that only 25% of financial advisors are women, as truly an armageddon call, we need to in- tentionally support the hiring of women and minorities,” said Berkshire’s Managing Director & Chief Investment Officer – Wealth Management, Brady Almgren. “It is a mission that President for Eastern Massachusetts, Kathryn Hersey.

She noted that Berkshire Bank has done significant work in this regard al- ready. Four members of Berkshire Bank’s Board of Directors are women, as are three of its region- al presidents. Hersey also stressed the importance of incorporating women into the financial industry and the growing asset management business.

“We believe deeply in the power of our board, and we also want to ask, ‘Do we, in fact, focus on increasing the number of women leaders in our pro- grams that center around wealth management or other roles to women?’”

Since its founding, Berk- shire Bank created a space specifically for women to engage with each other and to thrive. “Stressed women ask for support,” Hersey said.

“We have never felt a more important moment to truly support women,” Berk- shire Bank’s Management Director and Chief Investment Officer – Wealth Management, Brady Almgren.

“With CWWW, we’re focused on women who are not currently employed, who are seeking to go back to work, or re-entering the workforce,” Hersey said. “Our goal is to help women find their financial advisor, and feel confident with them.

Berkshire Bank was one of the first banks to be involved in the planning stages of CWWW, offering a community platform to engage with the organization.

CWWW, for example, was held at Taunton’s Prior to a concert featuring Frida- nais favorites Brenda Carl- and the Indian Girls. “At Berkshire, we lead with the system on women’s financial advisor, Karen Heston, is a leader of Berkshire’s Center for Wellness. Women.”

“We want our people to take pride in being a part of this organization, and to feel like they are leading the way with sustainable business practices,” Hersey said.

“Instead of seeing financial advisors as just numbers, we see them as human beings. Women are a diverse group of financial advisors, and we want them to feel comfortable with their situation and their advisor,” Heston said.

“Women connect at the launch celebration for the Center forWomen, Wellness and Wealth provides tools to participate in financial decision-making.”

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Berkshire Bank’s Center for Wellness, Wealth and Wealth Wellness & Wealth, as the focus is on what’s important to you and not limited to money matters.”

“We want to enable women to take control of their lives, and you can’t argue against that,” Hersey said.

The goal is to address the need for a helpful, ap- proach in a wealth psychology to encourage women to seek out a wealth advisor who’s right for them.

Appropriately, Berkshire Bank’s office is located in a building that has a green roof. “We take pride in being a green bank,” Hersey said.

“This meant reframing our approach to uplifting and empow- ering women, and not just thinking of them as clients,” Hersey said.

“We want women to feel comfortable with their situation and their advisor,” Heston said.

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“Berkshire Bank’s Managing Director and Chief Investment Officer – Wealth Management, Kathryn Hersey, left, and VP Wealth Portfolio Manager Karen Heston are leaders of Berkshire’s Center for Women, Wellness & Wealth.”

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