

## PRESS RELEASE

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Media Contact: Stephanie Gularte, CEO [Stephanie@womensalliancefa.org](mailto:Stephanie@womensalliancefa.org)

### **Women's Leadership Alliance Rebrands as Women's Alliance of Financial Advisors to Drive Industry-Wide Growth and Impact**

April 28, 2026 — The Women's Leadership Alliance, an established 501(c)(3) nonprofit, today announced it will now operate under the name **Women's Alliance of Financial Advisors** ("*The Women's Alliance*"). This strategic rebrand emphasizes the organization's role as a firm-neutral convener dedicated to attracting, supporting, and advancing women across the entire financial advising profession.

"This is a subtle change that reflects a significant inflection point for our organization," said CEO Stephanie Gularte. "By leading with our identity as an alliance of financial advisors, we are establishing a clearer invitation to the women, allies, and firms who recognize that a more representative industry is a more successful and sustainable one."

Founded in 2017 by a visionary group of female advisors, the Women's Alliance has become a valued resource for wealth management professionals. The organization provides high-impact mentorship, leadership development, and ongoing professional and well-being support designed to help women thrive. As the industry faces a critical need for new talent, the **Women's Alliance** has expanded its reach to create collaborative, cross-firm solutions that help the profession better reflect the diverse clients it serves.

"As a founder, I'm proud that our name now reflects both our roots and our future," said Judith McGee, CFP®, Co-Founder. "We will continue to deliver the programs and communities that create accessible pathways for women to succeed in advising for the long-term."

Under the new name, the organization will maintain its nonprofit status and core programming, including its nationwide membership community, regional circles, and its signature woman-to-woman mentorship program. Additionally, the Women's Alliance is scaling its impact this year with the Future Advising Women program, an initiative focused on outreach to college women and career changers to provide the tools and network needed to enter the profession with confidence.

"The Women's Alliance will continue to be guided by a board and advisory council of women leaders from across the industry," said Kimberlee Bouska, CFP®, Board President. "This ensures that our programs and community remain firm-neutral and inclusive, directly serving the needs of women in the profession while strengthening the wealth management industry as a whole."

#### **Key Highlights of the Transition:**

- **A Unified Voice:** The new name highlights the organization's role as a neutral, industry-wide alliance that benefits the wealth management sector as a whole.
- **Expanded Impact:** Launching new initiatives to build the talent pipeline while continuing to support the retention and advancement of current female advisors.
- **Operational Continuity:** Leadership, governance, and nonprofit status remain unchanged. All existing partnerships and programs will continue without interruption.

The Women's Alliance of Financial Advisors will roll out updated branding and communications in the coming weeks. Members, partners, and the public can explore new resources and join the membership community at [WomensAllianceFA.org](https://WomensAllianceFA.org).

### **About Women's Alliance of Financial Advisors**

The Women's Alliance of Financial Advisors is a nonprofit, firm-neutral organization led by women from across the wealth management profession. The Women's Alliance provides the education, peer networks, and advocacy required to attract, retain, and advance women in financial advising, fostering a culture of professional well-being and inclusive excellence.

#### **Media Contact:**

Stephanie Gularte

CEO

[Stephanie@womensalliancefa.org](mailto:Stephanie@womensalliancefa.org)