

PRESS RELEASE

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Women's Alliance of Financial Advisors Announces Strategic Appointments to Elevate Industry-Wide Collaboration

Nonprofit enhances influence and representation of women in financial advising

[St. Petersburg, FL] – The Women's Leadership Alliance of Financial Advisors, a 501(c)(3) nonprofit organization, is excited to announce the appointment of distinguished leaders to its Board of Directors and Advisory Council. These key additions mark a significant step toward expanding national collaboration and enhancing the organization's impact in addressing the stagnated representation of women in financial advising.

The Women's Alliance commitment to fostering cooperation across the wealth management industry is underscored by the addition of the collective expertise of new board member, Heather Ettinger, and new Advisory Council members, Hannah Moore, and Sheena L.Gray. Each brings a wealth of knowledge and a shared vision for advancing representation and creating pathways for women to thrive in the financial services industry.

“We are proud to welcome Heather, Hannah, and Sheena as part of our evolving story, one that reflects our focus on collaboration and collective impact. Together, their leadership will boost our efforts to not only attract more women into the advisory profession but to create meaningful change that benefits the industry as a whole,” stated Stephanie Gularte, CEO of the Women's Alliance.

Heather Ettinger, CEO of Luma Thrive, brings a deep commitment to advancing women's wealth and evolving how clients are served, grounded in her experience running a top wealth management firm. She launched Luma Thrive to help redefine how women are supported—and to partner with advisors and firms to design more meaningful, differentiated approaches for distinct niches of women.

Ettinger shared, **“This community of accomplished women leaders is expanding the presence, influence, and advancement of women in the wealth advisory profession. I'm excited to collaborate in shaping a future where more women serve as advisors, leaders, and change-makers.”**

Sheena L. Gray, MBA, CAMS, is the Chief Executive Officer of the Association of African American Financial Advisors (QUAD-A), where she leads national efforts to expand equity, representation, and access across the financial services industry. With more than 24 years of leadership experience—including as a formally licensed financial advisor—she is recognized for her strategic leadership at the intersection of risk, policy, and industry transformation.

“The Women’s Alliance is advancing more than representation—it is shaping the leadership, standards, and future of the financial advisory profession. I’m honored to join the Advisory Council and contribute to an organization that is intentionally building pathways for women to lead, influence, and thrive across the industry,” said Gray.

Hannah Moore, CFP®, is the founder of Guiding Wealth, a Texas-based RIA firm, and Amplified Planning, a company dedicated to training the next generation of financial planners. She created and hosts The Externship, and her mission is to transform the financial planning profession by changing how planners are educated and trained.

“I’m thrilled to join the Women's Alliance Advisory Council at such an important moment for the profession. The organization’s focus on attracting and retaining women in financial advising aligns deeply with our work at Amplified Planning and through The Externship. I’ve seen firsthand how transformative it is when someone finds their way into this career, and I know how much representation matters in making that happen,” said Moore.

The Women’s Alliance of Financial Advisors continues to champion gender diversity through its national membership community, mentorship programs, and strategic partnerships. By leveraging the collective expertise of its new leaders, the organization is poised to make a profound impact, addressing the unique challenges faced by women advisors and promoting innovative, collaborative solutions.

“With the combined efforts of accomplished leaders like Heather, Hannah, and Sheena, the Women’s Alliance is not only increasing representation within our organization, we are accelerating industry-wide progress through collaboration and strategic alliances,” emphasized **Kimberlee Bouska**, Board President.

Moore summed up the shared purpose among the Women’s Alliance leadership, **“Less than a quarter of financial advisors are women, which means there is real work to do. I'm energized to contribute to an organization that is dedicated to changing that number.”**

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History of the Women's Alliance of Financial Advisors

The Women's Alliance of Financial Advisors, founded in 2017 by leading financial advising women around the country, seeks to attract more women into the profession and to provide impactful resources and empowering support to current financial advising women. As a nonprofit, 501(c)(3) firm-neutral organization, the Women's Alliance partners with firms and businesses throughout the industry to build powerful alliances that lead to positive solutions that improve recruitment, retention, and representation throughout the industry.

Women's Alliance Board of Directors

The governing board of the Women's Alliance is comprised of successful financial advising professionals responsible for the organization's mission, strategic direction, financial sustainability, and donor stewardship.

Women's Alliance Advisory Council

A firm-neutral body of wealth management industry professionals partnering with the CEO and the Board of Directors of the Women's Alliance to identify solutions and advocate for industry-wide actions to attract, empower, and advance women in the financial advising profession.

**To see the full leadership of the Women's Alliance please visit
womensleadalliance.org/about-wla/our-team.**

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Learn More

To learn more about the Women's Alliance of Financial Advisors, visit womensleadalliance.org.

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