Investments & Wealth Institute Names Lauren Carroll as Director of Content and Program Innovation

This new role enhances the Institute's focus to continue developing world-class quality educational content for members and the advisor profession at large.

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The Investments & Wealth Institute (the Institute) announced today that it has named Lauren Carroll as its Director of Content and Program Innovation. In this new role, Carroll will provide strategic vision and direction to content and programming development across the Institute's full range of distribution channels, including in-person conferences, virtual events, research, and education programs.

"Lauren's role will focus on maximizing the value and the reach of the Institute's growing library of content and product offerings, while also ensuring the continued alignment of those offerings with long-term strategic objectives and our mission," said John Whitham, Director of Operations, Investments & Wealth Institute.

Carroll brings with her over 15 years of experience and expertise in experiential marketing, events operations, and project management. Most recently she worked as Events Manager at C2P Enterprises. Prior to that, she was an Events Director at Putman Media, as well as at Penton Media. Carroll has an undergraduate degree in business from Baldwin Wallace University, with a focus in marketing communications. She will report directly to Whitham and is based in Cleveland, Ohio.

"I look forward to helping the Institute continue to develop highly relevant content with practical application for our members and others in the financial advice profession," shared Carroll. "We have a wealth of opportunity to amplify our messaging through both internal and external channels, and I look forward to being part of a team to determine and achieve what success looks like—for our organization, but more importantly, for the advisors we serve."

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For more information, contact Allison Edmondson, Communications, Investments & Wealth Institute, at aedmondson@i-w.org.

ABOUT INVESTMENTS & WEALTH INSTITUTE

Founded in 1985, the Investments & Wealth Institute is the premier professional association, education provider, and standards body for financial advisors. Through its award-winning events, publications, courses, and acclaimed certifications Certified Investment Management Analyst® (CIMA®), Certified Private Wealth Advisor® (CPWA®), and Retirement Management Advisor® (RMA®) certifications, the Institute delivers world class-quality, highly-practical education to more than 30,000 practitioners annually in over 40 countries. Members of the Institute include the industry's most successful investment consultants, advanced financial planners, and private wealth managers who embrace excellence and ethics in applying a broad set of knowledge and skills in their daily work with clients. Learn more at www.investmentsandwealth.org.

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