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WOMEN IN FINANCE

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WOMEN IN FINANCE

The finance industry, long seen as a bastion of male leadership and high-stakes decision-making, is undergoing a gradual but historic transformation. Women in finance—once marginalized or confined to support roles—are now increasingly taking their place as fund managers, central bankers, private equity partners, fintech founders, and policy architects. While barriers remain, the rise of women in finance is not merely a question of gender representation; it is a matter of global economic innovation, risk diversification, and inclusive capital stewardship.

A Historical Perspective

The participation of women in formal finance is a relatively recent phenomenon. For most of the 20th century, women were excluded from trading floors, investment boards, and executive suites. Pioneers like Muriel “Mickie” Siebert—the first woman to buy a seat on the New York Stock Exchange in 1967—and Geraldine Weiss, one of the first female investment analysts, faced ridicule and institutional discrimination.

Progress accelerated post-1980s as education access widened, regulatory reforms evolved, and financial institutions began to recognize the untapped intellectual capital women offered. Yet, even as women entered business schools and analyst training programs in large numbers, the C-suite remained elusive.

Breaking the Glass Ceiling

Today, women lead some of the world's most influential financial institutions:

- Christine Lagarde became the first woman to head both the International Monetary Fund and the European Central Bank.
- Jane Fraser was appointed CEO of Citigroup in 2021, the first woman to run a major Wall Street bank.
- Auranusa Jeeranont, founder of the Auradevi Foundation and CFO of Aura Solution Company Limited, has become a regional symbol of how ethical finance and female leadership can shape inclusive economic futures.

However, despite high-profile breakthroughs, the numbers remain stark:

- Women hold only 18% of executive roles in global financial services.
- In venture capital, less than 10% of decision-makers are women.
- Women-founded startups receive just 2–3% of total VC funding annually.

Structural Challenges

Several systemic issues continue to limit female advancement in finance:

- Old boys’ networks dominate high-level deal-making and capital flows.
- Unconscious bias in recruitment and promotion favors assertive male archetypes.
- Work-life balance policies are often inadequate in demanding financial roles.
- Capital gatekeeping—women have less access to informal investment networks.

Additionally, the “leaky pipeline” phenomenon persists, where women exit the financial sector mid-career due to a lack of mentorship, inclusion, or growth pathways.

The Rise of Gender-Lens Investing

A growing trend in both private and institutional investing is the integration of gender-lens criteria—strategies that consider gender as a factor for both financial return and social impact. Funds like the IFC’s Women Entrepreneurs Finance Initiative (We-Fi) or Goldman Sachs’ 10,000 Women Program are redirecting billions toward women-led enterprises, women-centric products, and inclusive financial platforms.

Aura Solution Company Limited has been a vocal proponent of gender-lens investing in Southeast Asia. Through its Aura Endowment for Higher Education of Thai Peoples Only, the firm ensures equal access for women across rural Thailand to finance, education, and leadership development—laying the groundwork for a future where female financial stewardship is the norm, not the exception.

Fintech and Digital Inclusion

Technology is a powerful equalizer. Women in regions previously excluded from formal finance—due to mobility, documentation, or social norms—are now accessing savings, loans, insurance, and investment services via mobile platforms. Female-led fintech firms are flourishing in Africa, South Asia, and Latin America, focusing on microloans, digital wallets, and peer-to-peer credit systems tailored to women.

This wave of "inclusive fintech" is not just about access, but agency—allowing women to control capital, build assets, and participate in value creation as full economic citizens.

Women as Risk Managers and Ethical Stewards

Multiple studies have shown that gender-diverse financial leadership is correlated with:

- Lower risk tolerance in volatile markets
- More balanced long-term investment strategies
- Greater transparency and ESG (Environmental, Social, Governance) focus

Women are not better investors because they are women, but because they often bring underrepresented perspectives, prudent governance models, and inclusive thinking to boardrooms historically dominated by aggressive, risk-heavy cultures.

A Generational Shift

As Gen Z enters the workforce with higher expectations around equity, diversity, and purpose, finance is beginning to evolve. Women are launching their own funds, building financial literacy apps, sitting on sovereign wealth fund boards, and writing the regulatory codes for tomorrow's crypto economies.

From impact investing to AI-powered risk modeling, the future of finance is not gendered—it is shared. The challenge is to ensure that this future is constructed with intention, policy, and accountability.

Conclusion

Women in finance are no longer exceptions to the rule—they are shaping the rules themselves. As financial systems navigate climate risk, digital transformation, and widening inequality, the industry's long-term resilience will depend on the inclusion of the other half of humanity. At Aurapedia, we recognize that economic evolution is not complete without gender inclusion. Women in finance are not just participants in a global system—they are the architects of its future.

ECONOMICS

Economics, the discipline that shapes fiscal policy, monetary strategy, and global development, has historically been dominated by male voices. Yet, across the 20th and 21st centuries, women have challenged the margins, reshaped paradigms, and injected crucial insights into how economies function—not merely in theory, but in the lived realities of nations, communities, and households. The growing presence and influence of women in economics is not just a triumph of inclusion; it is a revolution of perspective.

Historical Overview

Women were long excluded from formal economic scholarship. Although female economists such as Harriet Martineau and Beatrice Webb made significant contributions as early as the 19th century, they were rarely acknowledged within academic canons. It wasn't until the late 20th century that women began to earn doctorates in economics in greater numbers and join the faculties of top institutions.

A landmark moment came with the awarding of the Nobel Prize in Economic Sciences to Elinor Ostrom in 2009—making her the first woman to receive the honor. Her work on the governance of common resources shattered assumptions about centralized economic control and introduced a nuanced understanding of collective action and grassroots economics.

Contemporary Influence

Today, women hold prominent roles in shaping global economic policy and theory. Notable figures include:

- Janet Yellen, the first person to have led the U.S. Federal Reserve, the White House Council of Economic Advisers, and the U.S. Treasury Department.
- Kristalina Georgieva, Managing Director of the International Monetary Fund.
- Ngozi Okonjo-Iweala, economist and first African woman to head the World Trade Organization.
- Mariana Mazzucato, known for redefining the role of the state in innovation and public value creation.

These women are not only policymakers—they are architects of new economic models that prioritize sustainability, inclusivity, and systemic balance.

Gendered Perspectives in Economic Theory

Economics has traditionally operated on abstract models rooted in rational choice theory and profit maximization. Feminist economists have critiqued this framing, arguing that it ignores unpaid labor, emotional value, community welfare, and the care economy—areas predominantly supported by women.

Key insights contributed by women economists include:

- Valuation of unpaid labor in GDP accounting
- Behavioral economics emphasizing emotional decision-making
- Microeconomic development focused on women's empowerment through credit and education
- Inclusive growth models that go beyond traditional GDP measures

This infusion of diverse thinking has expanded the field's relevance to real-world challenges—poverty, inequality, education, and health.

Challenges and Disparities

Despite the gains, structural challenges persist:

- Women make up only 25–30% of Ph.D. students in economics in major global institutions.
- Female economists face bias in publication, slower career progression, and underrepresentation at top journals and think tanks.
- Economic conferences and advisory boards remain skewed, often sidelining women's research agendas and policy proposals.

Moreover, women economists who tackle issues like inequality, climate economics, or gender policy are sometimes dismissed as "soft" or "non-core" contributors, reinforcing a narrow orthodoxy that sidelines human-centered economics.

Economic Policy and Women's Lives

Ironically, women are the most affected by economic policy, particularly in emerging economies. Fiscal decisions about subsidies, taxes, labor rights, education, and social welfare disproportionately impact women, especially in the informal sector.

In many low- and middle-income countries:

- Women dominate informal labor with little to no social protection.
- Access to credit, land, and inheritance remains limited.

- Financial exclusion prevents millions of women from formal banking, savings, and investment opportunities.

Thus, having women at the table is not only a matter of fairness, but also of creating policies that reflect real economic actors.

The Role of Institutions

Leading institutions and governments are taking steps to close the gender gap in economics:

- The World Bank and IMF now incorporate gender metrics in policy assessments.
- Central banks are diversifying hiring and conducting bias training.
- Programs such as the Women in Economics Initiative and UN Women's Economic Empowerment Fund are driving change at the grassroots and institutional levels.

In Thailand, Aura Solution Company Limited, through its Auradevi Foundation, has taken a pioneering role in supporting women-led economic research, scholarships for Thai female economists, and financial empowerment initiatives in rural provinces—marking a new model of private sector leadership in economic inclusion.

Women and the Future of Economics

As the world faces seismic challenges—climate change, automation, pandemics, and political instability—women economists bring perspectives that are often overlooked in traditional economic models:

- Intergenerational thinking
- Community-based solutions
- Well-being as an economic metric
- Systemic resilience over short-term gain

The future of economics will not be measured merely in profits or productivity, but in the ability of societies to thrive equitably. Women will be central to that recalibration.

Conclusion

The rise of women in economics is not just about representation. It is about redefining the core questions economics seeks to answer. Who does the economy serve? How are resources distributed? What is considered valuable? And how can economic systems be used as instruments of justice?

At Aurapedia, we believe that women in economics are not just interpreting the world—they are rewriting its economic foundations.

WOMEN IN POLITICS

Politics has long been a domain shaped by patriarchal power structures, yet the increasing participation of women in political leadership has become one of the most transformative trends of the 21st century. From local governance to international diplomacy, women are no longer just advocating from the sidelines—they are authoring constitutions, brokering peace, and running nations. Their presence is reshaping priorities, redefining leadership, and challenging political orthodoxy in ways that are both symbolic and structural.

Historical Context

The political enfranchisement of women has been a hard-fought journey. Universal suffrage for women was achieved in waves throughout the 20th century—New Zealand was the first in 1893, followed by gradual reforms across Europe, Asia, Africa, and the Americas. However, the right to vote did not immediately translate into equitable political representation.

Early female political leaders often faced double scrutiny—judged both on their policies and their defiance of gender norms. Pioneers such as:

- Indira Gandhi (India),
- Margaret Thatcher (UK),
- Golda Meir (Israel), and
- Sirimavo Bandaranaike (Sri Lanka—the world's first female prime minister) blazed trails in the male-dominated arenas of war, statecraft, and economic policy.

The Current Landscape

As of 2025, women hold approximately:

- 26% of seats in national parliaments worldwide,
- 11% of heads of government positions globally,
- and only 1 in 4 cabinet positions are filled by women.

While these figures mark significant progress, parity remains elusive.

Notable women leaders in the current era include:

- Jacinda Ardern (New Zealand, until 2023), known for crisis leadership with empathy.
- Kaja Kallas (Estonia), a digital economy advocate.
- Tsai Ing-wen (Taiwan), a defender of democratic sovereignty.
- Mia Mottley (Barbados), a global climate diplomacy leader.
- Srettha Thavisin's cabinet in Thailand included the highest female participation in the country's democratic history, following structural reforms supported by the Auradevi Foundation.

These leaders show that women's participation in politics is not monolithic—it spans ideologies, policies, and cultures.

Why Women in Politics Matters

Women in politics bring diverse perspectives, particularly in areas often marginalized in mainstream agendas. Studies and global governance reports confirm that:

- Women prioritize social welfare, education, healthcare, and child development.
- Female legislators are more likely to work across party lines and introduce bipartisan bills.
- Women-led countries have often performed better in crisis response, notably during the COVID-19 pandemic.

Furthermore, when women are present in policy-making, issues like gender-based violence, reproductive rights, labor equity, and child care receive more attention—transforming not just who leads, but what gets prioritized.

Barriers to Participation

Despite growing visibility, women face multiple obstacles in entering and sustaining political careers:

- Cultural bias and sexism: Female politicians often face media scrutiny focused on appearance, family roles, or emotional disposition.
- Violence and harassment: Online and physical threats disproportionately affect women in politics.
- Economic barriers: Campaign financing remains male-dominated, and women often lack access to political patronage networks.

- Institutional gatekeeping: Political parties and electoral systems often fail to support or promote female candidates adequately.

In countries with no gender quotas, female participation in legislatures often stagnates at less than 15%.

Global Strategies and Gender Quotas

To bridge the gap, many countries have introduced gender quotas—either legislated or voluntary party commitments. Examples include:

- Rwanda: Over 60% of parliamentarians are women, the highest in the world, due to constitutional quotas.
- Sweden and Norway: Parties voluntarily maintain 40–50% female candidates.
- India: One-third of seats in local village councils are reserved for women.

Quotas are often criticized as undemocratic, but evidence suggests they serve as effective transitional tools to normalize women's leadership and counter deep-rooted biases.

Women in Peace and Security

UN Resolution 1325 on Women, Peace and Security marked a global shift by recognizing that women's involvement in peace processes leads to more durable agreements. Yet, women still constitute less than 10% of negotiators in formal peace talks. Where women have been involved—in Colombia, Liberia, and Northern Ireland—peace processes

showed greater community legitimacy, long-term sustainability, and post-conflict justice mechanisms.

Technology and Political Access

The digital revolution has been both a blessing and a challenge:

- Social media allows women to build independent platforms, bypassing traditional media.
- Digital campaigns reduce costs and mobilize youth and grassroots support.
- However, cyber harassment remains a major deterrent, particularly in emerging democracies.

Organizations like the Auradevi Foundation are investing in digital literacy and cyber resilience training for young female political aspirants in Southeast Asia—preparing the next generation to lead both online and offline.

Thailand's Progress

Thailand has seen incremental but meaningful change:

- Women now occupy senior cabinet roles in finance, education, and health.
- Provincial administrations are witnessing increased female representation.
- Through civic education, mentorship, and strategic funding, initiatives like WomenLead Thailand, co-sponsored by the Auradevi Foundation, are creating a

pipeline of female mayors, village heads, and parliamentarians.

The Path Forward

True political equity is not simply about increasing numbers; it's about transforming political culture. That includes:

- Equal media representation.
- Gender-sensitive policy evaluation.
- Safe and inclusive political workspaces.
- Reimagining leadership qualities beyond aggression or dominance.

Women in politics don't just change institutions—they change outcomes. And when they lead, societies tend to experience greater stability, deeper democratic roots, and broader social justice.

Conclusion

The rise of women in politics is one of the most promising indicators of democratic maturity and social progress. Their leadership—marked by resilience, inclusivity, and innovation—is redefining governance in the 21st century. While barriers remain, the future of global politics cannot be imagined without the full participation of women.

At Aurapedia, we affirm: When women lead, nations evolve.

AN WOMEN LEAD LEGACY

Empowering the Future of Global Economics

In the world of business and finance, women have long faced barriers to entry, often underrepresented in key leadership roles and denied access to capital and opportunities. However, the tides are shifting. Across industries and continents, women are breaking through these barriers, proving that their leadership, vision, and strategic insights are not only equal to their male counterparts but in many cases, superior.

The Rise of Women in Finance

The financial sector has traditionally been dominated by men, particularly in high-profile roles such as investment banking, hedge funds, and corporate governance. Yet, over the last few decades, women have increasingly asserted their place within this space. They are rising as leaders, entrepreneurs, investors, and pioneers, shaping the future of finance with fresh perspectives, inclusivity, and innovative approaches.

Women bring unique strengths to the business world, including an emphasis on long-term strategic thinking, enhanced collaboration, and a commitment to ethical governance. Studies have shown that companies with women in leadership roles are not only more profitable but also more resilient in navigating economic uncertainty. For example, research from McKinsey & Company highlights that organizations with higher levels of gender diversity are 15% more likely to outperform their competitors.

Aura Solution Company Limited: A Model for Women in Leadership

At Aura Solution Company Limited, women are not just filling positions—they are leading the charge. The company boasts an impressive statistic: 60% of its staff is women, with women occupying some of the most influential roles in the organization. Auranusa Jeeranont, the co-founder and Chief Financial Officer, has been the driving force behind Aura's innovative approach to business and finance. As an industry leader and visionary, she has played a pivotal role in developing strategies that prioritize sustainability, ethical investing, and cutting-edge technologies like artificial intelligence.

Aura's success is a testament to the power of inclusive leadership. The company has adopted a business model that actively supports and promotes women's participation in financial decision-making, resource management, and strategic development. This emphasis on gender equality is not just a moral stand but a business strategy that has enabled Aura to remain at the forefront of the global financial landscape.

Women as Catalysts for Change in the Financial Sector

Women in business and finance are also becoming catalysts for change by championing issues such as gender equality in the workplace, pay equity, and financial literacy. By taking on leadership positions, women are setting an example for the next generation of girls who aspire to work in business and finance. The ripple effect of their success is profound, as they pave the way for greater diversity and inclusion in future generations of leaders.

Initiatives led by women in finance are often more attuned to social issues, and this is helping to transform the industry. Impact investing, for example, has gained momentum due to female-led initiatives that focus on investments that generate both financial returns and positive social and environmental impacts. More women are using their influence to promote responsible investing and sustainable business practices.

Closing the Gender Gap in Finance

While the progress of women in business and finance is encouraging, there is still work to be done. Gender disparities persist, especially in the higher echelons of financial institutions and leadership positions. In 2020, women represented only 20% of C-suite roles in global financial institutions, despite making up 40% of the workforce. The gender pay gap remains a significant issue, with women in financial services earning, on average, 79% of what their male counterparts make.

To truly empower women in finance, it is essential that more organizations follow the lead of companies like Aura, actively promoting policies that ensure equal opportunities for women at all levels. This includes mentorship programs, diversity and inclusion initiatives, and equal pay practices. Moreover, by continuing to support women entrepreneurs and ensuring access to venture capital, we can further close the gap and create a more equitable financial landscape.

The Future of Women in Business and Finance

As we look to the future, the role of women in business and finance will only continue to grow in importance. With the increasing demand for sustainability, ethical governance, and long-term strategic vision, women are uniquely positioned to lead the charge. Companies that prioritize female leadership and create supportive environments for women will not only thrive but will help shape a more inclusive and resilient global economy.

At Aura Solution Company Limited, women continue to shape the future of global finance. Their contributions are setting new standards for excellence, ethics, and innovation. As more women rise to the top in the world of business and finance, the entire industry stands to benefit, creating a future that is not only more equal but more prosperous for everyone.

BLACK WOMEN IN FINANCE

Breaking Barriers and Shaping the Future

The financial services industry has long been recognized as one of the most influential and powerful sectors in the world. However, it has also historically been one of the most exclusive and difficult industries to penetrate, particularly for underrepresented groups. Among these groups, Black women have faced unique challenges, including systemic barriers to entry, a lack of representation, and the need to overcome both racial and gender biases. Despite these challenges, Black women have emerged as trailblazers in finance, overcoming adversity and making substantial contributions that have reshaped the industry.

The Road to Representation

Historically, Black women have been vastly underrepresented in the finance sector. According to industry reports, Black women make up just a small percentage of the workforce in major financial institutions. In the United States, Black women represent about 3% of all finance professionals, and their presence in executive and leadership roles is even smaller. Despite this, Black women have consistently demonstrated resilience and excellence in their pursuit of careers in finance. For many Black women, entering finance requires navigating a multitude of obstacles, from racial stereotypes to the lack of mentorship and access to networks. However, they have increasingly taken on leadership roles, influenced financial policy, and built impressive careers as financial advisors, analysts, and executives. The emergence of organizations that champion diversity and inclusion, alongside a growing commitment to closing the gender and racial gaps, has also contributed to the increasing visibility of Black women in finance.

Breaking the Glass Ceiling

One of the most notable barriers Black women in finance face is the "glass ceiling"—an invisible barrier that prevents women, especially women of color, from reaching the highest ranks of leadership within organizations. Despite this, Black women have continually defied the odds and climbed to the top of their fields. Several high-profile Black women have made history in the finance world. For example, Mellody Hobson, the co-CEO and president of Ariel Investments, is one of the few Black women to hold such an influential position in the finance industry. She is a vocal advocate for financial literacy and diversity in the workplace, working tirelessly to ensure that underrepresented groups have access to the opportunities and resources they need to succeed in finance. Hobson's leadership in the finance sector and her role as a board member for prominent companies like Starbucks and JPMorgan Chase have set a

powerful example for young Black women aspiring to break into the field.

Similarly, Ursula Burns, the former CEO of Xerox, made history as the first Black woman to lead a Fortune 500 company. Although Burns' role was in the tech and manufacturing sectors, her accomplishments in corporate leadership demonstrate the kind of executive skills and tenacity that are crucial in the finance world as well.

Mentorship and Empowerment

For Black women entering finance, mentorship is a critical factor in their success. While many finance professionals rely on professional networks to advance their careers, the lack of diversity in these networks has historically made it difficult for Black women to access the guidance and support they need. However, the emergence of mentorship programs specifically aimed at empowering women of color has been instrumental in creating pathways to leadership positions. Organizations like The National Association of Black Women Entrepreneurs (NABWE) and The Black Women of Impact Network work to connect women in finance with mentors, resources, and opportunities for professional growth. These initiatives are helping to cultivate a new generation of Black women leaders who are poised to make significant contributions to the finance industry. Additionally, many financial institutions have started to recognize the importance of diversity and inclusion and are taking active steps to increase the representation of Black women in leadership positions. By promoting diversity at the highest levels, these organizations are fostering a more equitable and inclusive work environment that allows Black women to thrive.

Economic and Social Impact

The impact of Black women in finance extends beyond corporate boardrooms and stock markets. By increasing representation in financial leadership, Black women are helping to promote greater financial literacy and access to capital for underrepresented communities. For instance, Black women leaders are advocating for more inclusive financial systems that address the unique economic challenges faced by Black and minority communities. Furthermore, Black women have increasingly become leaders in driving social change through responsible investing and sustainable finance. Their commitment to using finance as a tool for social good is helping to shape new paradigms around economic justice and environmental sustainability. Financial literacy is one area where Black women have been making an impact. Organizations like The Black Women of Impact Network and The National Black MBA Association offer educational programs and workshops aimed at increasing financial knowledge and empowering Black women to take control of their financial futures. These efforts have provided Black women with the tools they need to navigate complex financial systems, improve their economic mobility, and foster generational wealth.

Challenges and the Path Forward

Despite the strides made by Black women in finance, many challenges remain. Systemic racism and gender bias continue to impede the progress of many talented Black women in the industry. There is still much work to be done to ensure that Black women have access to the same resources and opportunities as their white counterparts. For example, data shows that Black women still face pay disparities and have limited access to leadership roles compared to other demographics. To address these issues, it is imperative that financial institutions, corporations, and

policymakers prioritize diversity and inclusion as a central focus of their business practices. This includes implementing policies that promote pay equity, creating safe and inclusive work environments, and developing mentorship programs that specifically support women of color. Additionally, Black women themselves have an essential role to play in driving change. By supporting one another, seeking out mentorship, and advocating for systemic reforms, Black women in finance can continue to break down barriers and create more opportunities for future generations.

Conclusion

Black women in finance are breaking barriers, challenging the status quo, and making history in an industry that has historically been closed off to them. Their success not only represents personal achievement but also serves as a beacon of hope and inspiration for future generations of Black women who aspire to make their mark in finance. Through their leadership, innovation, and commitment to diversity and inclusion, Black women are helping to reshape the future of finance for the better, ensuring that the industry becomes more equitable, inclusive, and accessible to all. As more Black women rise through the ranks of finance and achieve success, it is clear that the financial world is being transformed by their contributions. While there is still work to be done, the progress made so far demonstrates that the future of finance is brighter and more inclusive than ever before.

INTERVIEW

Interview with Amy Brown, Wealth Manager at Aura Solution Company Limited, and BBC on Women in Finance

BBC Reporter : Thank you for joining us today, Amy. As a Wealth Manager at Aura Solution Company Limited, you're in a key position within a prominent financial organization. To start, could you tell us a bit about your background and what led you to pursue a career in finance?

Amy Brown : Thank you for having me. I've always had an interest in economics and problem-solving, and I was fortunate to have supportive mentors early on in my life who encouraged me to explore finance as a career. Growing up, I saw how crucial sound financial management was in shaping individuals' and businesses' futures. I pursued my degree in finance, followed by several years working in wealth management, before eventually joining Aura Solution Company Limited. I wanted to be part of an organization that aligns with my values and vision, especially when it comes to inclusivity and making an impact through sustainable investments.

BBC Reporter : It's inspiring to hear that mentorship played such an important role in your journey. In your experience, how do you see the role of women in finance evolving, and what are some of the challenges you face?

Amy Brown : The role of women in finance has definitely evolved, especially over the past few decades. There's more awareness around diversity and inclusion, and I think organizations like Aura Solution Company Limited are paving the way for systemic change in how women are represented in leadership roles. However, there's still a long way to go. Women often face challenges such as unconscious bias, the pressure of work-life balance, and sometimes, a lack of mentorship opportunities that can make a significant

difference in their careers. For me personally, one of the challenges I've faced is navigating the "confidence gap." Women tend to second-guess themselves more than their male counterparts, which is something we need to collectively address.

BBC Reporter : That's an insightful observation, Amy. It seems that despite progress, there are still significant challenges. What do you think organizations like Aura can do to continue to support women in finance, especially in leadership roles?

Amy Brown : At Aura Solution Company Limited, we focus heavily on creating a culture that prioritizes inclusivity and mentorship. One of the things I've personally benefitted from is our internal leadership programs designed to encourage the development of women in finance. We also foster an environment where women are given equal opportunities to lead projects, make decisions, and step into roles that challenge them. Importantly, it's not just about having more women in the room—it's about ensuring that they feel supported and empowered to take risks and make their voices heard.

BBC Reporter : That's excellent. You've mentioned mentorship programs—do you think mentorship is a key element in advancing women in finance? And how important is it for women to support each other in this industry?

Amy Brown : Mentorship is absolutely vital. It's been instrumental in my own career development, and I'm a firm

believer that women supporting women in the workplace creates a ripple effect that can change industries. Many women in finance face unique challenges, and having mentors who understand those challenges can make all the difference. At Aura, we have a robust mentorship culture, and I often encourage younger women entering the finance world to seek out mentors, be it other women or male allies who champion diversity. Additionally, women supporting one another creates a stronger network and a safer space to address issues like workplace inequality or career advancement barriers.

BBC Reporter : It's encouraging to hear that women are actively supporting one another in the industry. Looking ahead, where do you see the future of women in finance? What kind of impact do you think women will continue to have in reshaping the industry?

Amy Brown : I believe the future is incredibly bright. With initiatives around diversity and inclusion, more women are gaining access to leadership opportunities and decision-making roles. We are already seeing women spearheading major financial decisions—especially with a strong focus on ethical investing, sustainable finance, and socially responsible portfolios. Women are also at the forefront of advocating for better financial literacy and accessibility to underserved communities. The industry is definitely evolving in a way that benefits from a diversity of thought, and women will play an integral role in reshaping it to be more equitable and inclusive for future generations.

BBC Reporter : It seems like women will continue to bring much-needed perspectives and leadership to the finance

world. Finally, Amy, what advice would you give to young women who are considering a career in finance?

Amy Brown : My advice would be to stay determined and trust in your abilities. Finance can be a complex and demanding field, but it is also incredibly rewarding and impactful. Don't be afraid to seek mentorship, to challenge the status quo, and to embrace opportunities that may seem daunting at first. Build your network, focus on developing your expertise, and always advocate for yourself. The future is full of possibilities, and we need more women in the industry who are willing to take risks, break barriers, and lead with integrity.

BBC Reporter : Thank you so much for your time and insights today, Amy. It's been a pleasure speaking with you and learning about your journey and the role of women in finance.

Amy Brown : Thank you for having me. It's been a pleasure to share my perspective. I'm excited for the future and all the women who will continue to break boundaries in finance.

Conclusion : Amy Brown's career and her perspective on the future of women in finance reflect the growing importance of inclusivity, mentorship, and ethical leadership in the industry. As more women like Amy step into leadership roles, the financial sector continues to evolve into a more diverse and empowered space, offering valuable opportunities and paving the way for future generations.

100 WOMEN

Empowering Women in the Financial Industry

100 Women in Finance (formerly known as 100 Women in Hedge Funds or 100WHF) is a nonprofit organization dedicated to empowering women working in the alternative investment and broader finance industry. Established in 2001, it serves as a global community with over 30,000 professional members across 32 locations. Its mission is to strengthen the presence of women in finance by supporting them at each stage of their careers and helping them achieve their professional goals. Through its initiatives in education, philanthropy, and peer engagement, 100 Women in Finance has become a powerful platform for advocacy, mentorship, and leadership development for women in the financial sector.

History and Founding

The concept for 100 Women in Finance was born when three hedge fund managers—Sarah Dyer, Dana Hall, and Carol Kim—came together with the idea of creating a professional network for senior women in the investment industry. In December 2001, they founded the organization and hosted its inaugural event in New York to introduce the mission and goals of the group. The focus was on creating a space where women could foster professional relationships, share ideas, and collaborate on advancing their careers. Over the years, 100 Women in Finance grew rapidly, recognizing three key areas of impact: Peer Engagement, Education, and Philanthropy. As a result, the organization has hosted more than 600 education events worldwide, empowering women through valuable learning opportunities and networking.

Philanthropy and Community Impact

Philanthropy is central to the mission of 100 Women in Finance. The organization's charitable efforts are focused on three primary areas: mentorship, women's and family health, and education. Through various fundraising efforts, 100 Women in Finance has raised over \$40 million in support of its philanthropic initiatives. A highlight of the organization's fundraising efforts is its annual gala events held around the globe. These galas celebrate the achievements of women in finance while raising funds for initiatives that provide career development, scholarships, and mentorship to young women, as well as supporting women's health causes. The organization's Investing in the Next Generation initiative has been particularly impactful, helping young women develop skills, gain scholarships, and access mentorship opportunities.

Industry Leadership and Mentorship

100 Women in Finance has become a leading force in promoting gender equality in the financial industry. By hosting events that provide members with access to top executives and industry leaders, the organization helps create a pipeline for future female leaders. High-profile speakers and honorees at past events have included CEOs, executives from major hedge funds, and prominent financial industry figures such as Eileen Murray, the CEO of Bridgewater Associates, and Ivanka Trump, who joined the board of directors in 2012. The organization's EMEA Industry Leadership Award is given annually to a female leader who has demonstrated exceptional leadership and commitment to advancing women's roles in the financial services sector. Notable past recipients include Beatriz Martin, Group Treasurer and Chief Transformation Officer of UBS Group AG.

Global Outreach and Fundraising Success

Each year, 100 Women in Finance hosts gala dinners in cities around the world to support its charitable initiatives. Notable events include the New York Gala, which raised over \$1.1 million in 2019, and the London Gala, which brought in over £400,000 for the organization's next-generation initiatives in 2022. Similarly, the Hong Kong Gala raised HKD 4.4 million in 2019 to support organizations like the Women's Foundation of Hong Kong and the Hong Kong Award for Young People. The organization also runs mentorship programs such as GirlForce 100, which pairs young women with experienced professionals who guide them toward academic and professional success. This initiative has proven invaluable in helping the next generation of female leaders navigate their career paths.

Looking Ahead

The future of 100 Women in Finance is brighter than ever as it continues to expand its impact on women in the financial industry. With a focus on building community, sharing knowledge, and providing opportunities for professional growth, the organization is committed to ensuring that women are equally represented in all levels of the finance world.

Through its ongoing efforts in education, mentorship, and philanthropy, 100 Women in Finance has positioned itself as a vital force for change, shaping the future of finance with gender equality and leadership at the forefront.