

# Rich Thinking - Summer Update

**I** did a keynote speech for Women in Nasdaq in Toronto in May, and they put a giant picture of me on their 50 foot high billboard on Times Square in New York, promoting my most recent white paper and my website! For an independent researcher in the world of finance, this is huge recognition. I am grateful to the 1,000 + people who have generously shared their candid stories in support of this research over the years.

The official launch event on March 4 was hosted by Storebrand and KvinnoKapital in Stockholm. I presented my high-level research findings and then we enjoyed a discussion with local business leaders exploring both their healthiest, (and least healthy!) habits. KvinnoKapital is a superbly run local women's networking group that helps women in asset management build contacts, exchange experiences, and inspire others to strengthen women's position in the Nordic asset management industry.

In May I was honoured to be invited to speak alongside five women leaders at The Milken Institute's 29th Annual Global Conference in Los Angeles. Our panel "Women, Money, and Power: Addressing the Feminization of Wealth" explored the unique financial planning considerations women face as they gain more financial power and autonomy.

## My keynotes this winter/spring included:

- "Health is wealth: What's your healthiest habit?" – NASDAQ in Toronto (and virtual globally)
- "Women & Financial Literacy" – CFA Institute in London (virtual)
- "Health is wealth: What's your healthiest habit?" - CFA Society Australia in Sydney
- "Healthiest habits, Health tech, and Investing in healthcare" - CFA Society Singapore
- "Investment Café" - MoneyPenny Club in Copenhagen

## CFA Institute published my articles:

["Stockholm's Capital Markets Success: More Than Just Meatballs"](#)

["International Women's Day: Women Leaders Put Nutrition First"](#)

## Canadian Family Offices published my two-part series:

["My Healthiest Habit: Seven Successful People And How They Stay Fit And Happy"](#)

## Canadian MoneySaver published my article:

["Health Is Wealth: How Much Do You Spend On It?"](#)

Now it's time to start work on 50 interviews for the next edition of Rich Thinking...

Happy summer to all!

*Barbara*



*Times Square, New York City - May 13, 2026*

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