

Brooke McGeehan named to ‘Women Worth Watching’ list for 2019



Brooke McGeehan, director of the RBC Wealth Management – U.S. Princeton, New Jersey branch, has been named to Profiles in Diversity Journal’s 2019 “Women Worth Watching” list. The annual list honors more than 100 female leaders across the country for their passion, potential and positive influence in both the workplace and the community.

“Congratulations to Brooke for being named to the ‘Women Worth Watching’ list,” said RBC WM – U.S. East Divisional Director Pat Vaughan. “Her leadership in the Princeton branch and the value she places on mentorship make her truly deserving of this recognition.”

Brooke joined RBC WM – U.S. in 2003 as part of the New York-Midtown complex management team. She became a financial advisor in 2010, and has served as the Princeton branch director since November 2018. She also serves as president of the RBC WM – U.S. Women’s Association of Financial Advisors (WAFA), where she has been an advocate for ensuring that women advisors in all RBC WM – U.S. branches feel supported and connected, and have the resources they need to succeed.

Brooke was named a “Top Wealth Advisor Mom” by Working Mother magazine in 2018 and 2019. She was also part of RBC WM – U.S.’s 2017 video campaign to recruit new financial advisors.

“It’s not an easy business to navigate, especially as a woman,” Brooke said. “I was, and still am, very fortunate to have several mentors who have helped pave the way for me. They encourage me to take risks, they challenge my doubt, and most important, they believe in me. And now I am doing my best to pay it forward.”

Outside of work, Brooke serves on the board of directors for the Westfield Education Fund, which supports students’ academic experience in the Westfield, New Jersey School District. She resides in Westfield with her husband, two children and yellow lab, Harley. In her spare time, Brooke enjoys attending her children’s school and recreational activities, running, playing tennis and traveling.

View Brooke’s profile, and explore the 2019 Profiles in Diversity Journal’s Women Worth Watching issue online.



**Wealth
Management**

Investment and insurance products offered through RBC Wealth Management are not insured by the FDIC or any other federal government agency, are not deposits or other obligations of, or guaranteed by, a bank or any bank affiliate, and are subject to investment risks, including possible loss of the principal amount invested.

Source: workingmother.com, (October, 2019). Data provided by SHOOK™ Research, LLC. Data as of 3/31/19.

SHOOK™ Research considered Wealth Advisors who are mothers with children living at home and under the age of 21. Ranking algorithm is based on qualitative measures derived from telephone and in-person interviews and surveys: service models, investing process, client retention, industry experience, review of compliance records, firm nominations, etc.; and quantitative criteria, such as assets under management and revenue generated for their firms. Investment performance is not a criterion because client objectives and risk tolerances vary, and advisors rarely have audited performance reports. Rankings are based on the opinions of SHOOK Research, LLC. Neither SHOOK nor *Working Mother* receives compensation from the advisors or their firms in exchange for placement on a ranking. The financial advisor does not pay a fee to be considered for or to receive this award. This award does not evaluate the quality of services provided to clients. This is not indicative of this financial advisor’s future performance. For more information see www.SHOOKresearch.com.