

# WOMEN OF NEW YORK

Photography by: Doug Holt Photography

**A**fter spending nearly two decades in the wealth management industry, Holly Newman Kroft doesn't hold back when asked to define the key to financial success.

While she knows her definition often goes against the grain of her industry, she doesn't miss a beat or lower her voice when she says that, for her, financial success always comes down to building and maintaining successful relationships.

"I've built my life and my business around successful relationships," she says.

As Managing Director and Senior Wealth Advisor, Holly believes her work at Neuberger Berman is much more than pure investment, and she points to the ways she and her team have created opportunities for clients to leverage the firm's intellectual capital.

"As ultra-high-net-worth individuals, endowments and foundations, our clients seek holistic wealth planning and advice," she says. "We offer Educational Series and Think Tank Summits to address timely topics such as market outlooks, geopolitics, and

health and longevity. Neuberger Berman is a unique place. It's one of the largest privately held asset management firms in the industry - large enough to matter and small enough to care. Ours is a very personalized business. We prioritize that approach as we help our clients protect and grow their irreplaceable wealth."



PRIVATE WEALTH