



Hawthorn Leader Named Among Top 10 Women in Asset Management

Nicole M. Perkins, J.D., managing executive of Hawthorn, PNC Family Wealth® is one of the ten professionals honored with this year's "Top Women in Asset Management" Award. In the May 2018 issue of Money Management Executive, Perkins was recognized not only for her significant contributions to Hawthorn, but also to the industry as a whole.

As a female executive, Perkins uses her position to serve as a role model and mentor to other women, not only at Hawthorn, but in the community as well. "I think of it as giving back or paying forward, however you look at it," says Perkins, whose own career path has been a bit unconventional – from advertising media planner to restaurant manager to solo law practitioner.

Acknowledging that sometimes a woman's necessary self-selection is an issue in the industry, she encourages her mentees to think about the path less traveled. "My hope is that more women start to look at financial services, and wealth management in particular, as a viable place to have a rewarding career," she says.

One of her favorite aspects of her job is bringing people together to provide excellent value to Hawthorn families. She makes a point to listen to her team and collaborate to solve clients' most pressing issues. "I call my team the board of directors," she shared with the publication, "so they feel and understand that I need them as much as they need me to run the business."

Hawthorn, PNC Family Wealth® (hawthorn.pnc.com) is one of the country's premier multi-family offices, providing integrated wealth management solutions to ultra-affluent families and individuals with investable assets of at least \$20 million. Integrated wealth management helps to enhance a family's ability to manage wealth over generations; align investment management with family values, lifestyles and aspirations; and simplify the complexities of managing wealth.

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