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# Finance Alum Addresses FA and SIA Members

September 20, 2022



by Axel Grossmann

On Wednesday, September 7, Hayden Gerwien, regional vice president of Howard Capital Management and Georgia Southern alumnus (FIN, 2016) visited the campus to talk to the Finance Association and Southern Investment Association. Hayden started at Howard Capital in June of 2018 as an internal wholesaler. In his current role as regional vice president, he is responsible

for building and maintaining relationships with advisors in the Southwest region of America.

Hayden began his presentation talking about his time at Georgia Southern as well as his career since he graduated. He mentioned his experience working for Merrill Lynch, where he worked prior to joining Howard Capital Management, and shared some key advice when it comes to one's first job after graduation, mentioning the importance of networking and obtaining licenses such as the Series 66 & 7. Hayden noted that some of the most important tips for a successful graduate are to be prepared to work very hard and to find someone in the company, typically an established and experienced advisor, and to network with them. He continued talking about different wholesaling and financial advisor solutions, as well as the differences between internal and external wholesales. Hayden discussed the path to working in the financial industry and his company's specific asset management tactics including strategic versus tactical portfolio management. He explained how Howard Capital Management uses a combination of sector rotation, momentum, and relative strength measures in its investment strategies. Hayden also discussed his daily duties and responsibilities at Howard Capital Management.

At the end of the meeting, Hayden answered several questions from the students in attendance about the wealth management industry and professional licenses. Both associations are very grateful for the insight he provided to the attending members.

to provide quantitatively driven asset management solutions (Mutual Funds, ETFs, SMAs). Howard Capital Management is a third-party money management firm headquartered in Atlanta, overseeing roughly \$6B in assets. Howard Capital Management partners with independent financial advisors to provide quantitatively-driven asset management solutions (Mutual Funds, ETFs, SMAs).

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