



WAKE FOREST
UNIVERSITY

THE ASSET AND WEALTH MANAGEMENT CAREER GUIDE





According to [CorporateFinanceInstitute.com](https://www.corporatefinanceinstitute.com), professionals in this field tend to specialize in investment planning, risk management, and portfolio strategy.

Although asset and wealth management both offer rewarding career paths with opportunities for growth and specialization, your choice may depend on whether you prefer:

- analytical roles focused on markets and investments (asset management).
- client-facing roles emphasizing personalized financial planning (wealth management).

Roles for your consideration are on the following page.



Key Roles Include:

- **Asset Manager:** Maximizes investment returns through strategic asset allocation and risk management.
- **Portfolio Manager:** Oversees investment portfolios, balancing risk and return to meet client or institutional goals.
- **Investment Advisor:** Provides personalized investment recommendations and manages securities transactions for clients.
- **Financial Advisor:** Offers financial guidance, including tax and estate planning, while managing client investments.
- **Wealth Manager:** Helps clients grow and preserve wealth through comprehensive financial services, often for high-net-worth individuals



Key Roles Include:

- **Wealth Management Associate:** Supports wealth managers by executing trades, managing portfolios, and ensuring compliance.
- **Private Wealth Advisor:** Develops and maintains relationships with affluent clients, offering tailored financial strategies.
- **Private Wealth Management Leader:** Oversees operations and strategy within a wealth management firm, often at the executive level.

Each of these roles plays a vital part in helping clients achieve financial stability and long-term growth. Whether you specialize in investment management or financial planning, this career path offers opportunities to make a lasting impact on your client's financial futures.



Skills & Education Required for Asset and Wealth Management

Success in asset and wealth management requires a combination of technical expertise and strong client-focused skills including:

- Expertise in portfolio management and asset classes
- Strong interpersonal and communication skills to build and maintain client relationships
- Knowledge of investment vehicles like mutual funds, hedge funds, and private equity
- Analytical skills to assess market trends and financial products
- Earning certifications like the CFP, CFA, or FMVA® can enhance your credibility and help you stand out in the competitive finance industry.



Asset and Wealth Management Employment Opportunities

Professionals in asset and wealth management can pursue careers in many financial institutions and organizations, including:

- **Investment Banks:** Offer wealth management services for high-net-worth individuals and institutional investors.
- **Hedge Funds:** Manage alternative investment portfolios, focusing on high-risk, high-reward strategies.
- **Private Equity Firms:** Invest in private companies and manage funds for institutional and high-net-worth clients.
- **Brokerage Firms:** Provide trading services, investment advisory, and portfolio management for individuals and institutions.



Asset and Wealth Management Employment Opportunities

- **Commercial Banks:** Offer wealth management, retirement planning, and private banking services.
- **Government Agencies:** Regulate financial markets, oversee pension funds, and manage sovereign wealth funds.
- **Asset Management Firms:** Specialize in managing investment portfolios for individuals, businesses, and institutions.

Whether you're advising individuals on retirement planning or overseeing large-scale investment portfolios, this career path offers strong earning potential.