

# NEWS

## For Immediate Release

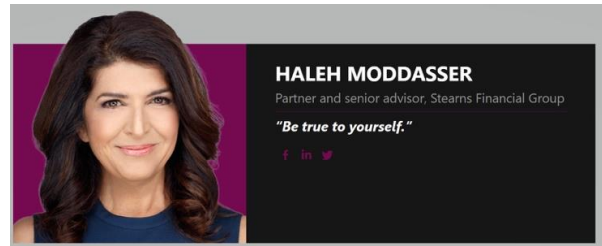
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## Haleh Moddasser Named Among *InvestmentNews*' Women to Watch

### *Partner at Stearns Financial Recognized for Leadership around ESG Investing Strategies*

Chapel Hill, N.C. (December 16, 2020) – *InvestmentNews* has recognized [Haleh Moddasser](#), Partner and Senior Wealth Advisor at [Stearns Financial Group](#), as a 2020 Women to Watch honoree. Moddasser was chosen from several hundred nominations from across the country, for her leadership, contributions and impact in the financial advice industry.

“We congratulate Haleh on this exceptional recognition,” said Dennis Stearns, Founder and CEO of Stearns Financial Group. “Her leadership of our women’s advisory practice has been a driving force behind several innovations, including our new Environmental, Social & Governance (ESG) platform, an investment approach that enables interested clients to align their investments with their values while earning competitive returns.”

Each of the twenty advisers and executives who made the sixth annual *InvestmentNews* Women to Watch list were chosen from a rigorous selection process designed to identify women who possess leadership skills, the ability to effect change in the industry, a willingness to share their expertise with other women, and a commitment to giving back to the community.

“I am honored and delighted to be included among so many impressive women in finance,” said Moddasser. “Right now, I’m focused on educating women, especially boomer women, about ESG investing. While it’s an area about which women express interest, they often know very

little about it. Research we conducted last year revealed 80 percent of female boomers with money haven't heard about ESG investing, while 99 percent were motivated to invest their wealth towards doing good. I want women to know that ESG is a means for influencing social change such as gender equality, racial inclusion and climate change without sacrificing financial returns.”

Passionate about women's financial empowerment, Moddasser has spoken on the topic for numerous audiences. She is also the author of two books, *Women on Top: Women, Wealth & Social Change* (2020), and *Gray Divorce, Silver Linings: A Woman's Guide to Divorce After 50* (2018).

Moddasser will receive her award at the sixth annual *InvestmentNews* Women to Watch Luncheon to be held New York City sometime in 2021.

To learn more about *InvestmentNews* 2020 Women to Watch and to view the full list winners, visit <http://womentowatchaward.com/>.

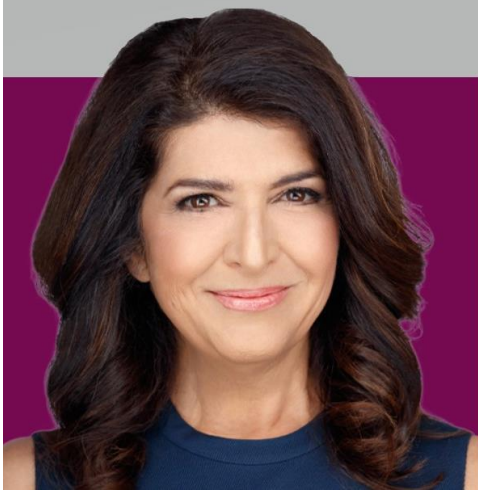
## **ABOUT HALEH MODDASSER AND STEARNS FINANCIAL GROUP**

Haleh Moddasser, CPA, is a senior wealth advisor and partner at Stearns Financial Group, a fee-only investment management firm with offices in Chapel Hill and Greensboro, North Carolina. Moddasser leads the firm's women's advisory practice, focusing primarily on issues relevant to boomer women. She is most passionate about women's financial empowerment, a topic about which she has written and spoken on numerous occasions. She is the author of two books: *Women on Top: Women, Wealth & Social Change (2020)* and *Gray Divorce, Silver Linings: A Woman's Guide to Divorce After 50 (2018)*, and serves as a media resource on a wide range of financial topics. Visit [www.StearnsFinancial.com](http://www.StearnsFinancial.com) to learn more.

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## HALEH MODDASSER

Partner and senior advisor, Stearns Financial Group

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