

# Carolina Fernandez



Author and  
financial  
advisor to  
visual and  
performing  
artists and  
entrepreneurs

**Carolina Fernandez** is a Registered Independent Advisor in Private Wealth Management who primarily works with Art & Entertainment professionals and entrepreneurs in the creative communities. Her licenses are aligned with Source Capital Group, a boutique independent investment bank and brokerage headquartered in Westport, CT. She previously worked at Morgan Stanley Smith Barney, Merrill Lynch and Dupree & Co.

Fernandez is the author of two books, *ROCKET MOM!* and *Country French Kitchens*, and she currently working on *What Color is Your Handbag?* This book, a creative guide for women investors, will be the first to explore the roles of gender, personality and neuroeconomics in money management.

A contributing writer for more than sixteen years, her articles have been syndicated widely. She has been quoted by *Parenting*, *Good Housekeeping*, *Redbook*, *Nickelodeon*, *NewsDay*, *BottomLine Personal* and *Advertising Age* and featured on dozens of radio and TV programs nationwide, including the FOX Business News program *Your World with Neil Cavuto*.

In 2009 she founded the SHEeO Network in the spring of 2009 with about 30 professional women in the New York City area. It now numbers more than 350 women. She is also a Co-Founder of *Women in Power*, a Connecticut-based non-profit group that is devoted to educating women in entrepreneurship.

***Advancing Creative Thinking: Imagination to Innovation, April 27 and 28, 2012, Ridgefield, CT***

Co-sponsored by The Aldrich Contemporary Art Museum, Ridgefield Library, Ridgefield Arts Council and The Morris Media Group