

# Mikaela Scanlon

## Managing Director

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Mikaela Scanlon, Power Forward Group's managing director, began her career in financial advisory after graduating from the Stillman School of Business at Seton Hall University with a triple major in finance, management, and marketing.

Always striving to do more, Mikaela has blended her multi-faceted skillset to support her clients and help PFG's team of advisors grow. Mikaela realized quickly that most advisors only wanted to work with people who already had accumulated a lot of assets, rather than those getting started building their wealth.

Seeing the need for financial advice for people at all stages of their lives and careers, Mikaela began her own blog and website providing education for the people she felt needed it the most; women and young professionals.

Joining Power Forward Group has allowed Mikaela to enhance the firm's experience by combining her management and marketing expertise with her background in finance. As managing director, Mikaela is responsible for the daily operations of the team as well as providing the highest quality of service for all of the clients they work with. Her primary goal is changing the way people view financial advisors and finance in general.

Mikaela has found that many of her peers are uncomfortable speaking about their finances. This silence can hinder them from reaching their financial dreams. As a millennial herself, she sees the need for people of all ages to learn from each other and be open about the challenges they face.

One way in which she encourages the conversation is through organizing and hosting events like Empow{Her} Happy Hours and Wine & Wealth programs. These events have created a community of women empowered to share their own 'money story'. These communities provide its members belonging and confidence to live their best life. The shared experience helps fabulous women better take control of their finances while having a great time together.

Aside from the in-person events Mikaela organizes for PFG, she also aids all of the advisors on the team with their digital presence. The aim is to allow all clients access to the team and to information pertinent to them whenever they need it.

Mikaela maintains an active blog for PFG as well as all social media accounts. Reinforcing Power Forward Group's commitment to "technology powered by advisors", all of their clients have their accounts linked in one place on their app and web portal. In real time, people are able to see how they are tracking toward their goals and also have all of their important estate documents in a secure vault.

Power Forward Group is headquartered in New York City and works with clients and advisors across the country.

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