



YYPN Expands Ranks of Female Executives with Non-Traditional Hiring Approach

Kasia Kulbacka named Chief Operating Officer while Lisa Asher, CFA, becomes Managing Director of XY Investment Solutions

Bozeman, MT (January 17, 2020) – XY Planning Network (YYPN), the leading organization supporting fee-for-service financial advisors who deliver comprehensive financial planning advice to Gen X and Gen Y clients for an affordable monthly fee, recently concluded an extensive search for two key leadership positions: Chief Operating Officer and Managing Director of XY Investment Solutions (XYIS).

Kasia Kulbacka steps into the role of COO at YYPN while Lisa Asher, CFA, takes the lead at XYIS, a wholly-owned YYPN subsidiary that provides investment solutions for YYPN's nearly 1,100-advisor community.

The addition of Kulbacka and Asher concludes an extensive search process designed with the goal of achieving long-overdue equality in financial planning. "We'd like to see the industry move away from tapping a buddy on the shoulder in the old boys' club to assume leadership positions," says Alan Moore, YYPN CEO. "We're committed to a systematic recruiting process that more heavily weights relevant, transferable skills versus industry experience because, frankly, there is a lack of diversity from within the profession today."

While many companies, especially in the financial services industry, emphasize the importance of industry experience when hiring, YYPN focuses more on a person's unique talents than on their current or former employers. YYPN's job candidates endure multiple rounds of interviews with team members up and down the organizational chart to ensure an absence of unintentional bias. As the field narrows, final candidates prepare a work sample, which gives them the opportunity to let their work speak for itself.

"We think it's more critical to find out if candidates can *do* the job, versus requiring them to *have done* it before," says Moore. "That shift opens the field significantly for us, and opens doors for talented, deserving candidates who may otherwise be overlooked."

Kulbacka comes to YYPN following a 14-year career in the energy sector that culminated in an executive role in which she managed a team of 250 employees. In her new senior executive role at YYPN, Kulbacka is tasked with helping the ever-growing company scale through the next stage of growth from 50 to 250 employees by executing on the company's strategic plan.

Kulbacka, who relocated from Boston, MA to Bozeman, MT for the role, was drawn to YYPN's mission and the talented team behind it and was eager to call upon her strengths to serve a new industry.

"I work as an integrator across XYPN's departments and service lines, managing challenges and removing roadblocks as we work towards shared goals. This is my passion and strength—seeing a need, creating a plan to address that need, and then executing that plan. It served me well in my roles in the energy sector and I am quite excited to bring my expertise to XYPN."

While XYPN focuses more on a person's unique talents when hiring, industry experience isn't completely overlooked. Asher brings to her role extensive leadership experience and a long history in wealth management, which will serve her well as Managing Director of XYIS, where she'll lead the charge in continuously improving upon the value of XYIS's investment solutions services to XYPN members.

Of her role, and more broadly the fee-for-service movement, Asher said, "I believe *real* financial planning can and should be provided to everyone—I joined XYPN to help further that mission. I believe XYIS can provide the investment solutions XYPN advisors need to build and scale their businesses while delivering an amazing client experience. I've already heard many stories of people whose lives have been changed by the XYPN members who supported them with real financial planning."

XYPN takes a bold stance on inclusivity, aiming to have an executive team that is at least 50% female by 2021, while its director-level leadership team is already 56% female. The company, which was recently named a "Diversity Champion" at [InvestmentNews' Excellence in Diversity & Inclusion Awards](#), introduced their industry-leading [anti-harassment Code of Conduct](#) at their 2017 annual conference, #XYPNLIVE, just weeks before the #MeToo movement highlighted the issue nationwide.

About XY Planning Network

[XY Planning Network](#) is the leading financial planning platform for fee-for-service financial advisors who want to serve Gen X and Gen Y clients, providing comprehensive financial planning services for a monthly subscription fee and without product sales or asset minimums. The Network offers a virtual community for new and established financial advisors who want to serve a younger clientele, and provides its members compliance support services, marketing support, business tools and templates, and a wide range of technology solutions.