

(mis)Conduct, Money & Reputation | Sarah Bates, The Eighth Day, Investment Nimbyism

Season 1, Episode 05

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Sarah Bates has had a long and successful career that spans across various fields. From her early days of trawling The Eighth Day shop in Manchester's Oxford Road in a long black cloak and dress to becoming the chair of the UK's largest in-house pension asset manager at USS via one of the first graduate trainee schemes for stockbrokers, she has achieved a lot. She has also been a fund manager, a CEO, and has chaired some of the UK's biggest pension funds.

Sarah was also one of the founders of The Diversity Project in 2015, which continues to make significant strides in improving DEI in the UK's savings and investment sector.

But what makes Sarah tick, and what is her take on the state of regulation and reputation in today's asset management sector?

In this episode, Financial Markets and Funds Partner Neil Robson and David Masters of reputation specialists Lansons/Team Farner talk to Sarah about the challenges of improving DEI in the investment industry, the state of current regulation and what asset managers could do to improve their reputation with clients.

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