Hawthorn, PNC Family Wealth® Grows Institute For Family Success With Renowned Industry Thought Leader

Joline Godfrey brings innovative approach to financial education as newly-appointed Managing Director of Family Learning & Programming



PITTSBURGH, Feb. 25, 2020 – Hawthorn, PNC Family Wealth®, announces the appointment of Joline Godfrey as senior vice president and managing director of Family Learning & Programming for the Hawthorn Institute for Family Success (Institute).

Launched at the end of 2019, the Institute offers a new suite of specialized services to help Hawthorn's ultra-high net worth clients navigate the complexities of multi-generational wealth. In her new role, Godfrey will lead the development and delivery of products and services that pave the way for successful generational wealth transfer through a focus on family education and preparation.

"Adding an industry expert of Joline's caliber to the Hawthorn team represents our continued commitment to developing the Institute for Family Success, said Nicole Perkins, executive vice president and managing executive of Hawthorn. "Joline's experience and knowledge of the ultra-high net worth space is an invaluable asset we are pleased to offer exclusively to Hawthorn clients."

Godfrey's contributions will be felt immediately with the introduction of the Hawthorn Institute for Family Success Salons – a reinvention of the traditional networking experience for families of wealth. These salons bring together small groups of clients for facilitated conversation and best practice sharing. Godfrey also will focus on developing a practical learning experience delivered to Institute clients through workshops that deepen family skills and thinking about the nature of family success.
Godfrey is uniquely qualified to develop these capabilities on behalf of the Institute, given her prior experience as founder of educational platforms Independent Means and The Unexpected Table – two organizations focused on providing ultra-high net worth families with tools for raising children in the midst of affluence.

In addition to her Masters of Social Work from Boston University and bachelor's degree from the University of Maine, Godfrey holds an honorary degree in Business from Bentley College for her achievements in financial education.

"Hawthorn's promise to clients' is to help ease the complexities of wealth. We are uniquely positioned to do just that with Joline and Alexandre Monnier, president of the Institute, leading the charge for the Hawthorn Institute for Family Success," said Perkins. "I am thrilled to offer our clients access to Joline's ideas and expertise channeled through this expansion of our service offering."

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CONTACT:
Britney Sage
(412) 762-8775
britney.sage@pnc.com

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