

Fi360 CONFERENCE

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Brie Williams

Vice President, State Street Global Advisors & Head of Practice Management, Global SPDR Business



Brie is a Vice President of State Street Global Advisors and Head of Practice Management for the Global SPDR Business. She manages a team dedicated to the evolving needs of wealth management firms and financial advisors; developing business-specific insights to facilitate growth and efficiency beyond asset management.

Her award-winning team of practice management strategists is responsible for thought leadership, educational programs, and practice management tools and resources to help practitioners achieve their business vision and deliver exceptional client experience. Brie is a highly regarded speaker at industry conferences and is the author of several articles related to wealth management practices. She recently was awarded the Rising Stars in Finance award from Gramercy Institute.

Prior to joining SSGA, Brie was a Senior Vice President at Putnam Investments where she was responsible for brand strategy and retail mutual fund product marketing. She was a member of the senior global marketing team and served as a strategic partner to global distribution divisions, including investment product and portfolio management teams.

Brie's professional background includes a career in advertising and research, where she managed accounts in the retail, packaged goods and health care industries for valued brands that we all know and love, including Frito-Lay, McDonald's, and Target. Her work on Vonage earned her a Bronze Effie for marketing effectiveness.

Brie holds a BA from Southern Methodist University and an MA Emerson College. She has also earned the FINRA series 7 and 63 licenses. Brie serves on the global governance committee for Women in ETFs as marketing and communications co-chair.