

## How the Tide is Turning on ESG



**Margaret Dorn**  
Senior Director, ESG Product Strategy, North America  
S&P Dow Jones Indices

Maggie is Senior Director, Environmental, Social, and Governance (ESG) Product Strategy, North America at S&P Dow Jones Indices (S&P DJI). In her role, she assists in the strategy for developing ESG indices for the North American market, from best-in-class approaches like the world-renowned Dow Jones Sustainability Index to broad-market ESG alternatives and core solutions like the S&P 500® ESG Index. She also serves as a global spokesperson for S&P DJI's ESG Indices, educating the market on the values of ESG investing and our industry-leading ESG lineup.

Prior to joining the ESG team, Maggie was a part of the S&P DJI Financial Advisor Channel team, where she was responsible for educating financial advisors on benefits and strategies for index-based investing through ETFs. Previously, Maggie was the Western U.S. ETF Specialist for American Century Investments. In this role, she was responsible for the education, implementation, and sales of ETFs. Maggie was also director of strategic accounts with Milliman Financial Risk Management in Chicago. She has spent much of her career working with start-up ETF providers and established asset managers looking to enter the ETF space, including Invesco, ETF Securities, and Northern Trust FlexShares.

Maggie holds a bachelor's degree in business administration from Miami University in Oxford, Ohio.



**Peter G. Horacek**  
Executive Vice President  
Axio Financial

Peter heads AXIO Financial's distribution efforts. He has over 25 years in the financial services industry specializing in asset management and structured product distribution. Previously, Peter co-founded Financial Products, LLC and served as its President and CCO from 2010 until he joined the AXIO team in 2016. Prior to that, Peter spent nine years with Credit Suisse, where he was responsible for Global Investor distribution and client service efforts within Credit Suisse's Asset Management division throughout the US, Latin America and Canada. He also served in various management positions with the Dreyfus Corporation over a ten-year period. Peter holds a Masters of Business Administration from Hofstra University and a Bachelor of Science degree in Business Management from the State University of New York.



**Brie Williams**  
**Head of Practice Management**  
**State Street Global Advisors**

Brie Williams is a Vice President of State Street Global Advisors and Head of Practice Management for the Global SPDR Business. She manages an innovative team utilizing behavioral finance insights to enhance strategic thinking, create growth programming and produce practical results for wealth management firms and financial advisors.

Her award-winning team of practice management strategists is responsible for thought leadership, coaching and consulting techniques. The team develops educational tools and resources to help practitioners achieve their business goals while delivering a client-centric experience. Brie is a highly regarded speaker at industry conferences and is the author of several articles related to wealth management practices.

Prior to joining State Street Global Advisors, Brie was a Senior Vice President at Putnam Investments where she was responsible for brand strategy and U.S. retail intermediary 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 global marketing communications and consumer 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 from Emerson College. She has also earned the FINRA series 7 and 63 licenses. Brie is also a member of the Professional Women's Network at State Street and represents Women in ETFs on their Speaker's Bureau.