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## WOMEN to WATCH — 2019 —



### SHANNON O'MARA

ASSOCIATE DIRECTOR OF CREDIT RESEARCH,  
LOOMIS SAYLES & CO.

Noticing that only 18% of applicants for junior research positions were women, Shannon O'Mara decided to do something about it. In 2015, she founded the firm's Undergraduate Women's Investment Network, which offers year-long academic mentorships to female college students.

Why are young women still not entering the field of investment management?

Ms. O'Mara offered some thoughts:

- They were turned off by the Great Recession.

"Some remember the global financial crisis and its effect on their parents and think, 'I'm not sure I want to get involved,'" she said.

- They don't know what investment management is.
- There are so few other women in undergraduate finance classes.

"We're trying to catch them in sophomore or junior year because it's that key decision-making time for them," Ms. O'Mara said.

— Deborah Nason

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