

# Beyond AUM Co-Founder Gretchen Halpin Named One of Crain's 2020 Notable Entrepreneurs

*Crain's Chicago Business's list features 39 entrepreneurs*

CHICAGO, ILLINOIS, UNITED STATES, October 15, 2020 /EINPresswire.com/ -- Gretchen Halpin, co-founder of [Beyond AUM](#), has been named one of Crain's Chicago Business's [2020 Notable Entrepreneurs](#). This is the second consecutive year Beyond AUM has been included on Crain's Notable Entrepreneurs list, with co-founder Nima Tolooi earning the award in 2019. 2020's Notable Entrepreneurs list features 39 businesspeople who have put Chicago on the map as a growing center for entrepreneurship. These 39 entrepreneurs have faced and overcome similar obstacles—researching their market, developing technology, and then raising capital.



Gretchen Halpin, co-founder Beyond AUM and Crain's 2020 Notable Entrepreneur

Gretchen was honored the award for her work at Beyond AUM, an agency that provides digital marketing services to wealth managers, financial planners, and registered investment advisors (RIAs) that serve high-net-worth individuals, small businesses, and nonprofits. Since Beyond AUM's founding in 2017, the company has grown to \$650,000 in revenue with a staff of 14. Gretchen also has helped clients expand into underserved financial communities, including women in a life transition. Gretchen has spoken to Chicago students on the fundamentals of saving and investing through [Money Smart Week](#), a venture of the American Library Association and the Federal Reserve Bank of Chicago.

From successful entrepreneur to jack-of-all-trades strategic consultant, Gretchen's career path

and journey to success have been guided by one true passion: to help people create the life and business they want, even when that means challenging the status quo. Gretchen's ability to morph big-picture ideas into action and results goes beyond her current focus; it derives from her experience as the driving force behind several successful business ventures, including organic aromatherapy product line Soothe Your Senses. Gretchen also previously was the Chief Growth Officer at Conversion Source, Inc and Chief Strategy Officer at Wipfli Financial Advisors.

#### About Beyond AUM

Beyond AUM provides forward-thinking growth, marketing, and technology solutions to financial services firms, including wealth managers, financial planning firms, and registered investment advisors (RIAs). The agency's mission is to empower financial services firms to achieve world-class outcomes for their brands and professionals and drive success in the business far beyond assets under management (AUM), which is the standard measurement the industry uses to benchmark growth. To learn more, visit [beyondaum.com](http://beyondaum.com).

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