

Katrania Lowers champions visibility and financial education on AJ Bell Luminary roadshow

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Colmore Partners' financial planner, Katrania Lowers, has taken to the stage as part of AJ Bell's prestigious Luminary roadshow series, an initiative designed to inspire and empower women working in financial services.

Speaking alongside a panel of leading women from across the sector, Katrania delivered her session, *'Style, substance, and standing out: Why presence matters for future-ready firms'* to audiences in Edinburgh, Manchester and London.

Her focus was on the power of visibility, not as a vanity metric, but as a tool for building genuine connections.

She said: "Being visible, whether on social media or in person, isn't about chasing likes. It's about connecting with people, building trust, and showing the next generation that they can have a place in this industry."

Katrania encouraged attendees to reclaim the conversation from unqualified 'finfluencers' by sharing reliable and accessible, professional guidance. She highlighted the responsibility of professionals to provide high-quality education, especially as schools and universities continue to fall short in teaching essential financial skills.

A key theme of her talk was the need to bridge the gender gap in financial services, both in the profession itself and in client engagement. Katrania spoke about the upcoming intergenerational wealth transfer that will see younger people, particularly women, take control of significant assets earlier in life. Firms, she argued, must adapt by meeting these audiences where they are, with the kind of relatable and trustworthy content they value.

Reflecting on her experience, Katrania said: "It was an incredible opportunity to fly the flag for Colmore Partners, connect with brilliant women across the country, and hopefully inspire others to step forward and share their voices."

"If I can help close the gender gap and open doors for the next generation, whether they're future clients or future financial planners, then I've done something worthwhile. I'm grateful to AJ Bell for inviting me to be part of such an inspiring series."