

Senior Vice President, Head of Marketing



Julie Morse

Julie Morse is an accomplished marketing leader with over two decades of experience in strategic marketing and leadership. Since joining Touchstone Investments in July 2022 as Senior Vice President and Head of Marketing, Julie has been instrumental in developing and executing the firm's comprehensive marketing strategy. She collaborates across the organization to deliver data-driven campaigns, digital initiatives, branding, and materials that drive sales growth and profitability.

Prior to Touchstone, Julie spent nearly 17 years at Fidelity Investments, where she advanced to Vice President of Marketing, leading initiatives to build demand and consideration for Fidelity's Workplace Solutions. Known for her ability to build and empower high-performing teams, Julie has played a key role in strengthening Touchstone's marketing capabilities and ensuring the team has the tools and expertise to succeed.

Julie holds a Bachelor of Science in Marketing from Northern Kentucky University and an MBA from Xavier University, further cementing her position as a dynamic and results-oriented leader in the marketing field.

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