

Senior Vice President, Head of Marketing



Julie Morse

Ms. Morse is a seasoned marketing executive who joined Touchstone in July 2022 as the Senior Vice President and Head of Marketing. In this crucial role, she's in charge of crafting and executing Touchstone Investments' full-scale marketing strategy. Her job involves working with different parts of the organization to come up with plans that boost sales and drive profitable growth. Ms. Morse brings a wealth of experience, using data-driven methods to guide campaigns, events, digital strategies, branding, and the creation of marketing materials.

A driving force in building the Touchstone marketing team, Ms. Morse ensures they have the skills and resources needed to carry out the organization's marketing strategy. With over two decades of expertise in strategic marketing, she's skilled at leading teams to meet business goals. Before Touchstone, Ms. Morse spent almost 17 years at Fidelity Investments, moving up through various marketing roles until she became Vice President of Marketing. In that role, she was responsible for building demand and consideration for Fidelity's Workplace Solutions.

Ms. Morse earned her Bachelor of Science in Marketing from Northern Kentucky University and her Master of Business Administration from Xavier University. Her academic background, coupled with her extensive professional experience, establishes her as a dynamic leader in the strategic marketing field.

800.638.8194 • [TouchstoneInvestments.com](https://www.TouchstoneInvestments.com)

Touchstone Funds are distributed by Touchstone Securities, Inc.

A registered broker-dealer and member FINRA and SIPC

Touchstone is a member of Western & Southern Financial Group

TSF-1971-MORSE-2401