

PROFILE

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WESTERN
& SOUTHERN

A Rock-Solid Foundation Endures for Over a Century

Western & Southern Financial Group has been creating sound financial services for its clients for 130 years. By emphasizing superior service and a values-driven corporate culture, CEO John Barrett is moving the company forward.

A COMPANY DOESN'T LAST for well over a century unless it has a true understanding of its mission and purpose in the market, and Western & Southern Financial Group clearly possesses that knowledge. The Cincinnati-based firm, which started as a single-line life insurance company in 1888, has grown into a *Fortune* 500 diversified financial services giant with \$5.4 billion in revenue and assets owned and under management totaling \$67 billion. It's a major voice in almost every economic development conversation in greater Cincinnati, and its roughly 4,000 associates, along with the company's foundation, donated over \$10 million last year.

John Barrett has been CEO of Western & Southern for 23 years. He says a generous benefits program, fair compensation, free wellness and fitness offerings, and a no-drama, team-based approach to work are just some of the things that help the company attract and retain the best workers. "I tell my colleagues when they join our company that when they're ready to retire, I hope they can say to me, 'I couldn't have enjoyed my work more nor could I have done better anywhere else.'" says Barrett.

Providing the best service to clients is the key focus of Western & Southern. Though the firm attracts clients from all along the financial spectrum, a big chunk of its business comes



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from ordinary Americans looking for financial security. "There are a lot of firms out there that just want to keep selling," Barrett says. "Our associates are trying to solve problems and create solutions for our clients, and we're doing it by establishing long relationships that are honest and fair."

One of the ways Western & Southern provides solutions is through its proprietary technology. A recent \$100 million investment in its back-office infrastructure allows the firm to service clients on whatever device they want to use, whether telephone, mobile, laptop, or tablet. "If we have a client who's home at 8:45 at night and wants to open up the laptop to check on a few things, it has to be easy and seamless," Barrett says.

Being an involved corporate citizen in greater Cincinnati is as much a Western & Southern core value as superior client service. "If you want to build a place where you attract and keep the finest talent, you need the arts, entertainment, good housing, and a beautiful downtown," says Barrett. "You want a great company in a great city, and that's what we have with Western & Southern." ●



**Western & Southern
Financial Group**