

FOR IMMEDIATE RELEASE



Parcion Private Wealth welcomes Sarah Kaler as Chief People & Culture Officer

SEATTLE, Sept. 17, 2021 – [Parcion Private Wealth](#), a Seattle-area wealth management firm focused on helping business owners and entrepreneurs optimize wealth events, recently welcomed Sarah Kaler to the team as chief people and culture officer.

Kaler leads Parcion’s people-centric strategy and talent management to enable the critical work of Parcion’s mission and vision, sustaining its trajectory and impact as a world-class, purpose-led brand known for its best-in-class talent and legendary service delivery.

“There’s nothing more important to the success of our organization than the professional and personal growth of the people that deliver our world-class service,” said Terry Cook, CFP®, CIMA®, Parcion managing principal. “The addition of Sarah as chief people and culture officer demonstrates our commitment to attract and grow a best-in-class diverse team centered on the needs of the families we serve.”

Kaler has more than 20 years of experience developing business executives, CEOs and their teams at high growth startups, exclusive firms, global brands and Fortune 500 companies, including lululemon, athletica, Google, Whole Foods, Amazon, Facebook, Hulu, Disney, PepsiCo, Intel, Accenture, Cisco, Hilton Hotels, Levi’s, SoFi, and Microsoft.

Her work and thought leadership has been featured in Forbes, Inc. Huffington Post, Entrepreneur, Business Insider, Yahoo News, Fox News, Thrive Global, Reader’s Digest, NYLON Magazine and more.

Prior to joining Parcion Kaler spent 10 years in senior executive roles at lululemon building one of the most iconic global brands and world-class, people-centric cultures. While there, she acquired expertise across many verticals, including talent acquisition and management, succession planning, leadership development, strategy, operations, brand differentiation and loyalty.

“I’m thrilled to join Parcion Private Wealth’s team of passionate, accomplished professionals who help our clients achieve their goals and dreams,” Kaler said. “Many of our clients are first-generation wealth creators who are planning the sale of a business that they spent a lifetime building. Personally, it is incredibly motivating to me to help these inspiring individuals make the most of the legacies they’ve worked so hard to create for their families and communities.”

Kaler currently resides in Bellevue, Washington, with her family.

To learn more about Sarah Kaler and the rest of Parcion’s team, visit www.parcionpw.com.

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About Parcion Private Wealth

Parcion Private Wealth is an independent multi-family office that partners with entrepreneurs, business owners and their families to optimize wealth events and beyond through smart planning, strong advocacy and prudent investment management. With headquarters in the Seattle area, Parcion's experienced team helps clients preserve the legacy they've built to support their families and communities. Learn more at www.parcionpw.com.

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