



Renée Baker, DBA, RCC™

Head of PCG Advisor Inclusion Networks at Raymond James
Florida

Renée Baker is head of Private Client Group (PCG) Advisor Inclusion Networks at Raymond James, providing strategic corporate leadership and support for the Women Financial Advisors Network, Black Financial Advisors Network, Pride Financial Advisors Network and the Veterans Financial Advisors Network.

Renée and her team are focused on the recruitment of top financial advisors, advisor development, retention and advancement of diverse financial advisors to help them achieve long-term success in their practices.

She has worked across the financial services industry and organization collaborating with departments and teams to provide tangible and actionable solutions, including tools and resources to help advisors grow their businesses. Renée also works closely with internal and external partners including the firm's head of diversity and inclusion in support of the firm's commitment to diversity and inclusion.

Previously, Renée served as chief marketing officer for Carillon Tower Advisers, a subsidiary of Raymond James. She was responsible for the global marketing strategy for seven affiliate institutional and retail business lines while leading a team of marketing professionals across several departments.

Renée is a seasoned financial services executive with extensive experience across various channels, geographies and products lines. Before joining Raymond James, she held senior-level marketing roles within the institutional business at several leading financial services firms.

She is also an adjunct instructor at the University of South Florida, where she teaches advertising management.

Renée is a member of the Raymond James Diversity and Inclusion Advisory Council, having previously served as the firm's national co-leader for the Mosaic Multicultural Inclusion Network; and serves as a mentor for several Raymond James' associates programs and American Corporate Partners, which are focused on helping veterans and active-duty spouses find meaningful employment opportunities and develop long-term careers.

Active in the community, Renée is the events chair for Leadership Florida, serves as chair for the United Way Suncoast Admiral Society working in the community on youth success, early learning and financial literacy. Renée also serves on the board of trustees for Girls Inc. Pinellas County where she serves on the finance committee and is a member of the board of directors for the Susan G. Komen Breast Cancer Foundation where she chairs the Investment Committee. Additionally she serves in an advisory capacity several start-ups and not-for-profit organizations focused in the financial services industry.

She holds a Bachelor of Science degree in finance from Rutgers University, a Master of Business Administration degree from The Pennsylvania State University and a doctorate in business administration from Wilmington University. Renée also completed executive education at the Securities Industry Institute, hosted by SIFMA and Wharton, and holds several securities licenses.

Renée has been the recipient of numerous industry awards and was recognized by The Pennsylvania State University, as the 2021 Smeal Alumni Award Recipient for Diversity Leadership and Financial Planning magazine as one of the "20 People Who Will Change Wealth Management in 2020." Renée was also recognized as a 2022 BusinessWomen of the Year honoree by the Tampa Bay Business Journal.

When she is not empowering financial advisors and others to reach their full potential, Renée enjoys family time, volunteering, traveling, taking boxing lessons, and pursuing her entrepreneurial endeavors. As an empty-nester, she misses her three daughters but sees them regularly with her grand pets, including two dogs (Sasha and Kai) and three cats (Bean, Luna and Pinto).