

CWIM LEADER SPOTLIGHT



**Laura Prina Cerai, CFA, CFP,
chFC, CLU**

President, FPA Southwestern Ohio

**Director of Intermediaries and Client Service
Johnson Asset Management**

WHAT MOTIVATED YOU TO SUPPORT THE COLLABORATIVE WIM INITIATIVE?

I have always thought that there is something extremely powerful that can come from diversity of thought and learning from different perspectives. I was excited for the opportunity to work with other amazing and talented individuals that share the same mindset.

WHAT DO YOU LIKE MOST ABOUT YOUR ROLE.

Director of Intermediaries and Client Service at Johnson Asset Management, an independent investment management firm focused on both investment grade fixed income and domestic equity securities. What I like most about my role is being able to integrate my passion for driving change in communities and our industry into my everyday role.

WHAT ARE YOU PASSIONATE ABOUT?

I am passionate about meeting people, being inspired by stories and experiences, and finding creative ways to have a meaningful impact on people and society,

WHAT'S THE BEST ADVICE YOU'VE EVER HEARD?

This isn't technically advice that I received, but my favorite quote is "Either define the moment or the moment will define you." -Walt Whitman

WHAT PERSONAL EXPERIENCE HAS HAD THE BIGGEST IMPACT ON YOU?

Level III Exam in 2018, I was involved in a soccer accident that required reconstruction surgery of my eighth ankle. Post-surgery and physical therapy, I was told that I would most likely not be able to dance again. While the news was devastating, I never gave up on my training and was eventually able to prove to myself that anything is possible if you put your mind to it.

WHAT ARE PEOPLE MOST SURPRISED TO LEARN ABOUT YOU?

I have a strong performing arts background. I dedicated most of my early life to playing the piano, figure skating, and dancing. I even received my Bachelor of Arts in Music with emphasis in Piano Performance (along with Economics) at Denison University. I was formerly a professional dancer with a contemporary dance company in Dayton, Ohio.

DESCRIBE YOURSELF USING THREE WORDS.

Achiever. Competitive. Futuristic.

WHAT IS YOUR BIGGEST CAREER ACCOMPLISHMENT?

I originally joined Johnson Investment Counsel (parent company of Johnson Asset Management) to work on a Portfolio Management Team in our Family Office Division. While I was in that role, I realized how unique the firm's fixed income strategies were. After performing my own due diligence and interviewing industry peers,

I realized that Johnson's approach to fixed income management did not exist in the advisory space, and there was a genuine interest in utilizing the strategies. This prompted me to submit a business proposal to Johnson's Executive Team to open the firm's funds broadly to external investment advisors. Creating, building, and seeing success in Johnson Asset Management's Intermediary Division has been incredibly rewarding. More importantly, being able to help more individuals in a more scalable and efficient manner is what I'm most proud of.