

WHO WE ARE



Audrey Wilding
Wealth Planning Assistant

020 7965 4508

audreyw@bloomsburywealth.co.uk

 [truewealth1](#)

MY STORY

My story begins with no definitive location in a childhood split between London and New Zealand. A childhood which provided me with the best of both worlds and encouraged an adventurous spirit to grow.

Following the end of my bachelor's degree in New Zealand, I moved to New York to work in Fashion where I was a menswear stylist for Ralph Lauren. Surrounded by beautiful clothes, interesting people and the bright lights of New York, I felt like I was living the dream. When Ralph Lauren decided to open a new store in London, I jumped at the chance to return to my roots and fly back to Great Britain. I loved working with my clients here, getting to know their lives and listening to their stories. But intellectually something was missing for me.

Many of my clients worked in banking and finance, and I found myself captivated with stories of their work, those that worked with clients interested me the most. Not only did they get to help people, but they also were engaging themselves in a way I couldn't with fashion, and so I began to read.

Writers like Michael Lewis, John Brooks and Nassim Nicholas Taleb regaled me with stories from Wall Street discussing the highs and the lows of the financial industry, I was enthralled and decided I had to see for myself.

I started working at Bloomsbury in 2017 working in Operations and Marketing, getting involved with groups across London such as Money Girl and Vestpod, combining my three interests of ethics, sustainability and finance. My desire to work on the numbers side of the business grew, and I began to strategize my future career path.



With a Bachelor's in Fashion Design, I knew it was time to change my educational track and in early 2018 decided to enrol in a Master of International Business at the University of Auckland. Knowing I came from an irregular background for a program that focused upon international finance and strategy, I worked. I worked myself harder than I have ever worked in my life and reaped the benefits. I left my Master's program with two scholarships, received top of my class and most importantly, a phone call from Bloomsbury asking me if I wanted to come back, this time as part of the planning team, starting as a Wealth Planning Assistant.

My answer was obvious, yes! I couldn't wait to come back to London and to a company who treated not only me but our clients like family. Beginning my career in finance with Bloomsbury is a great blessing, here I get to combine my love of people with my intellectual curiosity, and I cannot wait to see where this journey takes me.