



Theresa Gralinski

Director, Advisor Advancement Institute

Theresa Gralinski is a Director of the Advisor Advancement Institute at New York Life Investments. Theresa leverages her advisor and client-facing experience to develop practice management and client acquisition strategies across various topics including Women & Investing, Building Effective Teams, Succession Planning and the Psychology of Growth for senior management and financial advisors at strategic partner firms.

Prior to joining New York Life Investments, Theresa spent the last 15 years as a marketing executive in the financial services industry creating integrated strategies to help growth-minded advisors build top-performing teams, improve client retention and increase prospect conversion. In her previous roles at Hightower and InvestmentNews, Theresa focused on developing robust content marketing plans that resonated with targeted audiences. Before finding her niche in the financial advice industry, Theresa was a content marketer in the automotive and pharmaceutical spaces.

Theresa has a Bachelor of Arts degree in Journalism and Public Relations from the University of Wisconsin.

About us

New York Life Investments is comprised of the affiliated global asset management businesses of our parent company, New York Life Insurance Company (New York Life). We offer clients access to specialized, independent investment teams through our family of affiliated boutiques.

Long lasting focus

Our focus is establishing long lasting, sustainable client relationships and providing investment solutions for client goals through every economic cycle.

Domain expertise

Our multi-boutique approach offers diverse, independent thinking that translates to thoughtful solutions that seek to deliver client outcomes.

Relationship-driven

Our relationship model is based on a simple premise that when you truly understand your client, you can serve them better and more consistently.

To learn more, visit newyorklifeinvestments.com

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