



## Noni Robinson, CIMA

### Senior Consultant

Noni is a Senior Consultant for The Leader's Edge serving as an executive coach and leadership advisor. With over 25 years of experience in financial services specializing in enterprise-level strategy, revenue growth and talent development, Noni brings unparalleled expertise from her distinguished career at two of the world's largest investment firms.

A former senior executive at Vanguard and Fidelity Investments, Noni has a proven track record of building new business lines, enhancing client retention, and delivering measurable results across complex organizations. At Vanguard, she spent nearly 24 years in progressively senior roles, ultimately leading relationship management for over 1,500 retirement plans serving more than 5 million participants. Her strategic leadership consistently exceeded sales goals by more than 20% over five years while driving distribution strategy for banks, insurance companies, and institutional asset managers globally.

Most recently at Fidelity Investments, Noni served as Head of Emerging RIA and Head of New Market Opportunities for Fidelity Institutional, where she identified and developed innovative growth strategies in evolving market segments. Her expertise spans from operational excellence—having led multi-site teams through complex trade clearance and settlement functions—to strategic partnership development with C-suite leaders at major financial institutions.

Throughout her corporate career, she was recognized as a trusted advisor to c-suite leadership, known for her sharp analysis of operations, strategic initiatives, and performance metrics that informed high-stakes decision making. Her ability to translate strategy into action made her a pivotal force in driving transformation and growth, including successfully leading a comprehensive self-clearing conversion and building teams of over 100 professionals.

In her role at The Leader's Edge, Noni partners with executives and high-potential talent to unlock their full potential. She brings a practical, results-oriented approach to coaching—grounded in real-world experience leading complex organizations and driven by a deep commitment to leadership excellence. Her unique perspective combines operational rigor with strategic vision, enabling leaders to navigate challenges while achieving sustainable growth.

Noni holds a B.A. in Communications from Temple University and an MBA in Finance from Saint Joseph's University's Erivan K. Haub School of Business. She holds the Certified Investment Management Analyst (CIMA®) designation, FINRA series 6, 7, 24, and 63 licenses, is Hogan Assessments Certified, and completed the Securities Industry Institute Certificate Program at The Wharton School.