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IMEA Announces 2024 STAR Awards Winners

Program Included the 1st Lifetime Achievement Award and a New Rising Star Program

October 30, 2024 — The Investment Management Education Alliance (IMEA) celebrated the 2024 STAR Award winners during its annual Awards Celebration held at Invesco's offices in New York on October 23rd. The STAR Awards honor investment management firms for their exceptional contributions to marketing, communications, innovation and education. This year, the award categories were updated to reflect the changing landscape of client engagement and strategic campaigns. "For nearly three decades, the IMEA STAR Awards have highlighted the strength of the industry amid challenge and change," said John McDonough, IMEA Chair and Head of Americas Distribution at Invesco. "This year's entries showcased some of the best work we've encountered, and every firm deserves recognition for their accomplishments."

Investor & Advisor STAR Awards were presented in thought leadership, client experience, education and content (product, retirement, value-add and practice management) categories. **T. Rowe Price** stood out in the Investor and Advisor categories, winning four STAR awards, while **Franklin Templeton**, **Invesco**, and **MissionSquare** each received three. A full list of the award-winning firms is available at [IMEAConnect.com](https://imeacommunity.com).

The prestigious Leadership Awards debuted this year to honor innovation and teamwork. We are pleased to acknowledge this year's recipients:

- *Marketing Innovation Leadership Award:* **Nuveen**
- *Product Innovation Leadership Award:* **Calamos Investments**
- *Marketing Team Leadership Award:* **Nationwide**
- *Sales Enablement Leadership Award:* **Calamos Investments**

Each year, the esteemed **Community Investment Award** is presented to a firm for its outstanding impact on the community. The prestigious Community Investment Award was presented to **John Hancock Retirement for their SmartSense Financial Literacy for Kids program**. "We are honored to receive the IMEA STAR Award for community investment leadership in promoting children's financial literacy," stated Laura Foster, Global Head of Retirement Marketing at Manulife Wealth and Asset Management. "We believe teaching children about money early is important and hope this program can help serve as a foundation for financial literacy as they grow."

The 2024 celebration also marked the introduction of the **Lifetime Achievement Award**, which recognizes an individual who has made lasting contributions to the growth and success of the IMEA. The inaugural recipient is **Bob Geppner**, who served IMEA in a leadership role for many years while helping to lead distribution at Franklin Templeton. During his tenure, Geppner played a pivotal role in enhancing the Executive Council Program and led the organization's name change from Mutual Fund Education Alliance to IMEA in 2019, a key step in expanding the membership base and service offerings. "Being involved with the IMEA for over 20 years was a true labor of love" stated Geppner. "I'm inspired by IMEA's expanded service offerings and programs, and eagerly anticipate what lies ahead as part of the organization's valuable partnership with FUSE."

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Additionally, the new Rising Star Program was introduced in 2024 to celebrate emerging leaders within member firms who demonstrate exceptional talent, commitment and the potential to influence the future of the industry and the IMEA community. New participants will be part of the Rising STAR Council, receiving mentorship from IMEA leaders and collaborating with peers to foster innovation, strengthen connections and inspire the next generation of industry leaders.

"The IMEA is proud to recognize the marketing, communications, innovation, product and distribution teams at the STAR Awards Celebration," remarked Kimber Lintz, IMEA Executive Director. "We look forward to honoring the incredibly talented current and future leaders in this industry again next year."

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About IMEA

The Investment Management Education Alliance (IMEA) is a leading trade group dedicated to advancing the asset management industry through education, collaboration, and innovation. IMEA provides a platform for industry professionals to connect, exchange ideas, and stay informed about the latest developments in investment management. With a commitment to excellence and member-driven initiatives, IMEA continues to be a trusted resource and advocate for its diverse membership base. For more information, visit www.imeaconnect.com.