



ARNE BOUDEWYN, PHD

Before co-founding Insights Squared Consulting Group (aka Insights²), Arne Boudewyn developed and led the Institute for Family Culture at Abbot Downing, Wells Fargo's multi-family office for ultra-high-net-worth clients. He was subsequently tapped to create, launch, and lead Family Wealth and Culture Services in Wells Fargo Wealth and Investment Management. There he managed a national team of professionals who worked with clients and their advisors on strategies and practices for managing wealth's impact in three main areas: family wealth consulting, family and business history, and strategic philanthropy. Family Wealth and Culture Services was awarded Family Wealth Report's "best of" award in 2021 for excellence in family wealth consulting measured against industry peers.

As part of a deep commitment to prepare inheritors of significant wealth to manage its impact, Arne designed and led next generation conferences, next generation advisory councils, and numerous client meetings focused on next generation engagement and empowerment.

Arne earned PhD, MA, and BA degrees in psychology from the University of Massachusetts and completed his training at the University of California San Francisco and Harvard Medical School. He authored and coauthored numerous academic journal articles, including in the Journal of Workplace Behavioral Health.

He is a frequent speaker before groups such as Family Office Exchange, Tiger 21, The Institute for Private Investors, Gleneagles Group, AICPA and at Family Business Magazine's Transitions conferences. He is regularly quoted and has been featured in media outlets that include The Wall Street Journal, American Banker, Bloomberg, CNBC, American City Business Journals, and Barron's.