



*Elke Rubach*

**FOUNDER, RUBACH WEALTH**

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### **Keep it Human: Normalizing the conversation about money**

People talk about money all the time. They complain about the cost of living, brag about the price tag of their new car or designer purse, and rage over rising airfares to Europe. But when it comes time to talk to family about money? It's either crickets or conflict.

Elke Rubach breaks through this invisible wall around money with incisive wisdom and an authentic, no-nonsense delivery. She's had plenty of experience. Since she launched Rubach Wealth in 2012, Elke has helped dozens of wealthy families have the money talk.

These conversations inevitably lead to deep – and often tough – discussions about other consequential matters, like the risk of leaving money to a child with a drug addiction, a parent's cognitive decline or the profound need to have purpose behind the wealth. Because ultimately the money talk isn't merely about finances. It's about all the aspects of human existence that, in one way or another, are tied to money.

Whether you're a financial services professional, a wealth builder or an inheritor, Elke's message is clear: It's time to start viewing money through human lens, beyond portfolio performance and purely algorithmic financial plans. It's time to normalize the money conversation.

### **Keep it real – at a time when so much is artificial**

People want authentic human connections, no matter how wealthy or influential they are. With so much noise these days about technology – most especially artificial intelligence – it's more critical than ever to look beyond investable assets to address people's deeper concerns, such as the loneliness and family conflicts that often come with great wealth.

Drawing from years of experience counselling her clients, Elke offers rich food for thought on the power of the human-to-human experience over even the most advanced AI.



**RUBACH WEALTH**  
Holistic Family Advisors™

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## ABOUT ELKE RUBACH

Wealth advisor. Family office founder. Lawyer with a graduate degree from the London School of Economics (which she attended on scholarship). Humanitarian with a soft spot for cause that support children with serious illnesses. Elke is known for sagemess wrapped in straight talk, which she can deliver in English, French, Spanish and German.

She has a riveting on-stage presence and views that are sometimes provocative but always based on an unvarnished perspective of the human condition.



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The perfect mix of passion, humour and information. I love your message and the example you are setting. I left inspired.

-Emily, Lawyer

## IN THE COMMUNITY

Elke Rubach is the founder of Fashion Heals for SickKids, which has raised more than \$450,000 for pediatric cancer care and research since 2014.

She also gives back with board and volunteer commitments, including the professional advisory council for SickKids Foundation, the investment committee at the Office of the Public Guardian, the advisory board for Transpod Inc., and a Director at the Ronald McDonald House Charities Toronto.

## SPEAKING ENGAGEMENTS

Advocis x MDRT International Women's Day Keynote | 2024

Sun Life, Cancun Mexico | 2023

PPI Symposium, Huntsville | 2023

Conference for Advanced Life Underwriting, Ottawa | 2023

GNP, Mexico City | 2022

MDRT, Boston | 2022

Advocis International Women's Day Keynote, Toronto | 2019



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