

# Ultra-High Net Worth Decision Makers

## | TARGET:

Ultra-high Net Worth  
Individuals

## | MARKET:

US

## | METHODOLOGY:

60-Minute Telephone/ Web IDIs

## SPECS:

Net Worth of \$5mm+

Interested in donating \$100k+ to a healthcare initiative or have donated \$100k to a healthcare initiative in the past

## SAMPLE PROFILES:

- Capital Markets Advisory at PwC
- CEO/President - Turnaround Specialist, Rainmaker, Sale Generator, Strategic Growth Leader
- Special Education Math Teacher at Urban Assembly for Future Leaders - M286
- Managing Director, Investment Solutions at Hightower Advisors
- Award-Winning Solver of Problems; Brand Strategist; PPE Manufacturer & Consultant;  
Philanthropist & TEDx Speaker featured in Forbes, Entrepreneur, Thrive Global, BuzzFeed & the Wall Street Journal