

**HONORED AMONG
FORTUNE'S
100 Best
COMPANIES TO WORK FOR**

**16 STRAIGHT YEARS
2004 – 2019**

[View FORTUNE's 2019 list](#)

[Visit Baird's page](#) on Great Places to Work® Great Rated!™

What FORTUNE says about Baird:

"That's responsive! At a recent panel discussion at this employee-owned financial services firm, a question from the audience about parental leave policies led to a more generous policy within 10 weeks—including retroactive benefits. Millennial reverse-mentoring helps keep senior management connected to its younger counterparts."

Honored for 16 Consecutive Years

Baird ranks No. 16 on FORTUNE's list of the 100 Best Companies to Work For®

For the sixteenth straight year, Baird has earned recognition among the FORTUNE 100 Best Companies to Work For®. Baird ranks No. 16 on the 2019 list, marking its eleventh straight year in the top 25.

"Our commitment to creating a workplace environment of trust, respect and teamwork enables our associates to partner with the best in the industry and thrive," said Steve Booth, Baird President & CEO. "As we celebrate Baird's 100th anniversary this year, we know how important a great workplace is to our ongoing success, and we are honored to be recognized for 16 consecutive years."

Baird attracts some of the best and brightest people in the industry because of our long-standing commitment to providing a great workplace and our repeated recognition on FORTUNE's 100 Best Companies to Work For list. The quality of our team helps us build strong relationships with clients as we work to fulfill our mission "to provide the best financial advice and service to clients and be the best place to work for our associates."

"Being a great workplace goes hand-in-hand with our commitment to being an independent and employee-owned firm," said Paul Purcell, Chairman of Baird. "We are able to attract and retain the best people who enable us to fulfill our mission of providing the best financial advice and service to our clients."

FORTUNE magazine partners with the Great Place to Work Institute each year to evaluate applicants and recognize the 100 Best Companies. "The 2019 100 Best are the leaders in creating the most innovative workplaces built on trust," said Michael C. Bush, CEO of Great Place to Work. "Employees at these organizations feel valued, respected and heard, and are inspired to be their best selves because of the commitment these winning companies have made to creating a great workplace for all employees, no matter who they are or what they do for the company."

By attracting and retaining top talent and through its balanced platform of five strategic businesses, Baird has achieved significant success year-over-year. Revenues in 2018 were \$1.78 billion, the ninth consecutive year of record results, and client assets entrusted to Baird exceeded \$212 billion.

How the 100 Best are selected

The 100 Best are selected from data compiled by the Great Place to Work Institute, an independent organization that defines a great workplace as one where employees "trust the people they work for, have pride in what they do, and enjoy the people they work with." ►

Applicants receive scores based on an associate survey, which accounts for two-thirds of the overall score, and a comprehensive application that makes up one-third of the score. The application includes detailed responses to open-ended questions that explore what it's like to work at Baird. Companies must also complete a data-intensive company profile that covers benefits, training, employment statistics and diversity. Baird's application included powerful stories from our associates that demonstrate our culture in action. ■