

Baird: Ranks No. 12 on Fortune 100 Best Companies to Work For

Posted on Thursday, Feb 15, 2018

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For additional information, contact:

Marianne Foster, Baird Public Relations

[414-298-1906](tel:414-298-1906)

mfooster@rwbaird.com

MILWAUKEE, February 15, 2018 – [Baird](#) has been named to [FORTUNE magazine's 2018 list of the 100 Best Companies to Work For](#), ranking No. 12. Baird, an employee-owned international financial services firm, has been honored on the list for 15 consecutive years.

The 100 Best list is an annual ranking of the top U.S. workplaces based on survey responses from more than 310,000 employees rating their workplace culture on 50-plus elements of the workplace. These include trust in managers, compensation, fairness, camaraderie and workplace traits linked to innovation. The ranking accounted for the experiences of all employees including women, people of color, LGBT individuals, older team members, and disabled employees.

“We are deeply committed to creating a great workplace environment for all of our associates so that they can thrive and provide the best advice and service to our clients,” said [Steve Booth, Baird President & CEO](#). “Being a great place to work is fundamental to who we are as a firm, and we are honored to be recognized by FORTUNE for the past 15 years.”

Here is [FORTUNE's description of Baird](#):

This global financial services giant defies industry stereotypes by encouraging employees to take time off and ensure their family comes first. Baird folks also have

no time for divas: they make sure prospective hires treat everyone, including wait staff and receptionists, with proper respect. It's a deal breaker if they don't. How down to earth is this place? If someone does something particularly selfless, colleagues might say "very Baird."

"Nearly 100 years ago, our firm was founded with a dedication to doing things the right way," said [Paul Purcell, Chairman of Baird](#). "As our business has grown, our core values, employee-owned business model, talented team and commitment to being a great place to work have fueled our success."

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 2017 exceeded \$1.5 billion, the eighth consecutive year of record results, and client assets entrusted to Baird exceeded \$200 billion.

"The 2018 100 Best are true leaders," said Michael C. Bush, CEO of Great Place to Work. "In the face of competition, change, and financial constraints, they consistently prioritize building the trust, pride, and camaraderie that fuels business performance. And they're doing it at scale for everyone, regardless of who they are or what they do for the organization."

The 100 Best Companies is one of a [series of rankings by Great Place to Work](#) and FORTUNE based on employee feedback from Great Place to Work-Certified™ organizations. Baird also was recently ranked as a Best Workplace for Giving Back by Great Place to Work and FORTUNE.

To read more about Baird's workplace attributes, see the [Great Place to Work Institute's review of Baird](#).