

Laura rosier



ABOUT LAURA ROSER

Laura A. Roser is considered the leading expert in meaning legacy planning. She is the Founder and CEO of Paragon Road, a company that specializes in passing on non-financial assets (such as one's values, wisdom, and beliefs).

Her work focuses on helping affluent individuals create a legacy of excellence – from philanthropic strategies to family legacy planning to character development to the creation of creative collateral. She is the Editor-in-Chief of *Legacy Arts Magazine* and has interviewed a plethora of top CEOs, HNWIs, anthropologists, spiritual leaders, philosophers, wealth managers, estate planners, family experts, psychologists, celebrities, artists, scientists, philanthropists and innovators in her quest to uncover how to craft a more meaningful life experience.

Laura has a varied background – a mix of business and creative leanings. From a young age, she was very creative: writing, painting, sewing and sculpting. At 21, after she graduated from the University of Utah with a degree in Marketing, she started a marketing firm and she and her team spent the next decade consulting with IPO's, emerging businesses and Fortune 500 companies. Along the way, she also had her surreal art work displayed in galleries, launched a real estate investment magazine, published dozens of publications for clients, and became an expert in lead generation for investment real estate, generating hundreds of millions of dollars in sales.

Her own fascination with creating a legacy of meaning began several years ago when she met with an estate planner to organize her own affairs and realized there was not a well-structured way to pass on intellectual and character assets. Pulling from her experience as a writer, artist, and business woman, Laura compiled a specialized legacy creation team and together they have designed a step-by-step process of how to build an effective legacy by distilling your essence into something your family, loved ones and community will treasure now and for generations.

Personal website: www.lauraroser.com

Legacy planning resources: www.paragonroad.com

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