

# Christina Nash

## CEO of Knox Grove Financial

By Catherine Bialkowski

**R**eaders may recognize Christina Nash from previous issues as our expert contributor in her financial advice column “Chatting With Christina.” Christina is a member of our community who has made the Hopewell Valley her home; originally from Alabama, she has been in New Jersey since 2003.

Christina is the founder and CEO of Knox Grove Financial, LLC., a financial firm in Pennington. Her interest in and passion for helping people handle their finances is deep-rooted and began when she was a young girl growing up in the South. On one particular day, Christina remembers being excited to share the good news of a high grade on her math test. She was riding home from elementary school in the family’s wood-paneled station wagon and asked her mother to stop at 7-Eleven for a cherry slurpee, as a way to celebrate. Her mother, dependent on Christina’s stepfather for money and unsure of how to use an ATM machine, said “no,” embarrassed and disappointed. This memory and other similar examples stick out in Christina’s mind, and are part of the reason she decided to become a financial adviser.

“Today, I am passionate about helping people take responsibility for their finances,” she says. Christina’s path to CEO was not without bumps in the road. As one of the few women in finance, she knew the challenges that lay ahead, but as a former athlete, she had a competitive streak and was up for the challenge.

“When I started in the industry in 2003, I was one of two female advisers out of 450 total,” she says. “Being a woman in a male-dominated industry has made me laser-focused.” Since that time, she has worked hard to be a mentor and encourage more women to enter the field.

This past year Christina received the Circle of Excellence award, an honor from the Women in Insurance and Financial Services organization that recognizes an individual’s achievements in the business.

Christina’s success has only fueled her desire to give back to the community and help others improve their opportunities for success. Annually, her firm partners with Corporate FunRun, an event that raises money for different charities. Last year, Knox Grove supported the charity Tackle Kids Cancer of the Children’s Cancer Institute of Hackensack University Medical Center by inviting clients and friends to come out for the day to participate in the run. This event is just one of many ways that Christina establishes herself in a community that she holds so dear.



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“I love this town, this beautiful area,” she says. “I feel like I live in the country.” Her son, Knox, is a student at Bear Tavern Elementary. The very name of her business—Knox Grove—comes from an area in Washington Crossing State Park where she and her spouse, Leah, hike.

Christina has the privilege of doing a lot of work with women—often, single women, widowers, and divorcees who might have money-related questions. According to the National Center for Women and Retirement Research, between 80% and 90% of women will be solely responsible for their finances at some point in their lives, says Christina. It’s important to her and to the Knox Grove team to make sure these women feel confident in the management of their financial future.

Knox Grove’s philosophy reflects Christina’s story of hard work and dedication to helping people. Christina and her team of advisers want to teach clients how to mind their money by not only looking after it, but also thinking about it, rather than randomly choosing an adviser and blindly working with him or her.

Christina Nash’s entrepreneurial spirit has been present for her entire life; as a young girl from Alabama, she would pick pears and sell them to her neighbors. Today, she has come a long way from selling fruit; she is an accomplished businesswoman making a difference in people’s lives through her work. We are fortunate to call her a neighbor.