

# IWEC Vice-President & Treasurer

**Managing Partner  
Fortis Lux Financial  
Manhattan Chamber of Commerce**

**President & Founder, WEstrategies**

Sunita Bajaj, Managing Director, Fortis Lux Financial and the President/Founder of **WEstrategies**.

She is a co-chair founding member of IWEC, NYC Manhattan Chamber of Commerce.

As a professional and an entrepreneur in the financial services industry, her business is to develop sophisticated wealth management, retirement and estate planning strategies for Families and High net-worth individuals. With 20 years of experience in the financial services industry, Sunita Bajaj is the Managing Director for Fortis Lux Financial, Sunita is dedicated to attracting and mentoring talented advisors committed to helping clients achieve their financial goals through a comprehensive approach to financial empowerment. She is a member of various industry organizations, including the National Association of Insurance and Financial Advisors (NAIFA), Financial Planning Association

Sunita was inspired to build a community where business owners have the latest and all resources available to build and grow their businesses.

**In 2022, WEstrategies**, her new company, was the culmination of this inspiration and the development of a family-office organization. Sunita thrives in her ability to make a difference in her clients' lives & businesses. Her team specializes in growth, succession planning and exit strategies for Business owners. Her message to her clients is "you are the CEO of your life". As every successful CEO is supported by a solid team, **WEstrategies & Fortis Lux** strive to offer this service to those she works with.

Serving on the Board of Directors for the Manhattan Chamber of Commerce she has been engaged in the community through her volunteer work for various social and economic initiatives. Sunita displays her ongoing commitment to many different non-profit organizations and projects related to women entrepreneurship for the MWBE businesses.

She authored and presented the Boss Lady Boot camp on behalf of IWEC for approximately 150 women business owners during the pandemic. Sunita recently accepted the membership of CHIEF, the only private network of women in leadership. Sunita was awarded the 2016 Corporate Social Responsibility Award by City & State Reports.

