

## **Pensions for Purpose welcomes new Director to drive sustainable change in the pensions industry**

**13 January 2025, LONDON** – Pensions for Purpose, the fast-growing independent membership organisation helping pension funds invest for impact, is delighted to announce the appointment of Laasya Shekaran to its growing team. With extensive experience in investment consulting and a strong commitment to responsible investment, Laasya will contribute meaningfully to positive changes that benefit people, the planet and pensions.

Laasya joins Pensions for Purpose after nearly eight years at LCP, where she progressed from an investment analyst to a senior investment consultant. A University of Warwick graduate, she earned a first-class BSc in Mathematics, finishing top of her year.

At LCP, she collaborated with a wide variety of clients, specialising in the Responsible Investment team. Her work centered on guiding clients to understand how their investments intersect with broader issues like sustainability, climate change, and social responsibility, while also highlighting opportunities within the ESG investment landscape.

As a CFA Charterholder and recipient of awards such as Young Achiever of the Year (2022 Women in Pensions Awards) and Rising Star (2021 Women in Pensions and Women in Investment Awards), Laasya has extensive experience working with corporate pension schemes. Driven by a passion for aligning financial practices with societal and environmental priorities, she recognises the systemic importance of pensions.

As a seasoned speaker at industry events and conferences, as well as an experienced podcast host, Laasya prioritises using her voice and platform to raise awareness of the way pensions, people and planet intersect.

**Karen Shackleton said:** “We are thrilled to welcome Laasya to Pensions for Purpose. Her deep expertise in responsible investment, combined with her passion for driving positive change, aligns perfectly with our mission to create better outcomes for people, planet and institutional investors. Laasya's leadership and experience will be invaluable as we continue to unite the industry around sustainable practices and foster collaboration across diverse stakeholders.”

**Laasya Shekaran commented on her appointment:** “I am excited to join Pensions for Purpose, a B Corp that places sustainability and DE&I at its core. I am dedicated to

fostering inclusive spaces where everyone feels valued, empowered and able to thrive authentically. I am looking forward to working alongside a passionate and committed team to drive meaningful change in our industry.”

**Commenting on her goals at Pensions for Purpose, Laasya continued:** “Pension schemes represent not only the financial futures of millions but also the fabric of society and the environment. Their investments are influenced by, and in turn influence, systemic risks to people and the planet. At Pensions for Purpose, we are uniquely positioned to unite diverse stakeholders across the industry. By fostering dialogue and shared commitment, we can ensure that pensions deliver the best outcomes for all.”

**ENDS**

#### **NOTES TO EDITORS**

##### **About Pensions for Purpose:**

Pensions for Purpose exists as a bridge between asset managers, pension funds and their professional advisers, to encourage the flow of capital towards impact investment.

Impact investments are made with the intention to generate positive, measurable, social and environmental impact alongside a financial return.

Pensions for Purpose seeks to empower pension funds to make informed, sustainable investment decisions through our member Community, training, events, Impact Lens research and unique Knowledge Centre.

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