



John Wattiker

Finance and Media

BBA '08

Soon after John Wattiker arrived at William & Mary in the fall of 2004, he knew he wanted to major in both Business and Public Policy. After a few semesters of classes, John recognized that he preferred Behavioral Finance to number-crunching technical classes and set upon a path to find the right career for him.

John was extremely active on campus during his time in Williamsburg. He served as President of the Finance Academy and attended the Wall Street Program his junior year. He served as the Chairman of the Council for Fraternity Affairs (now known as the Inter-Fraternity Council) and was a member of Kappa Sigma Fraternity. He worked as a Resident Assistant for two years before becoming a Head Resident his senior year. John credits his involvement around campus for increasing his drive and teaching him time management skills.

While still in school, John used his network of alumni connections from Finance Academy to help him pursue a job in Private Wealth Management. He was fortunate to have a mentor, Rhian Horgan ('99), a Vice President at J.P. Morgan Private Bank at the time, to help guide him through the recruiting process. After interviewing at a number of places, John decided that J.P. Morgan was the best choice for him because of the people and reputation of the firm.

After graduation, John started as an analyst in the Closely Held Business Group of the Private Bank. This group focuses on individuals and families that own personal businesses. These clients need a substantial amount of advice before, during, and after a private sale or Initial Public Offering of their business. John spent three years working with these clients as an analyst before being promoted to associate. During this time, he saw the economic crash of 2008 and several years of rebound. After nine months as an associate, a headhunter contacted him about a job at Deutsche Bank which he accepted after meeting with the CEO of the Private Bank.

After working for a year at Deutsche Bank, John reevaluated his decision to work on Wall Street. He had always been creative and wanted to exercise more of this talent in his work. He decided to return to school at night and on weekends to earn his Masters in Media at NYU. His new degree gave him valuable skills that could be coupled with the data analytics expertise he honed in finance. After graduating, he was hired by Esquire to work in their digital, TV and print mediums as an Ad Director. In this role, he helps clients meet their marketing goals by customizing their ad programs. He still calls upon his modeling and analytical skills in his new role and is really enjoying the opportunity to start a different career path.

