



ADVISOR PROFILE: April Horace

Diverse financial career

Advocate for female executives

Integrated approach to planning

"I like learning about people, their interests and their attitudes toward money"



APRIL HORACE

April Horace is not your typical financial advisor. Her diverse career has spanned three decades and included an array of roles. When asked what aspects of her professional journey have been most meaningful, she replies, “protecting the public shareholder, being transparent and putting clients first.”

After graduating from the University of Colorado, Boulder, with a degree in accounting, April joined KPMG, where she ascended to the role of Audit Manager by the early 1990s. April continued her fiduciary pursuits by joining the Securities and Exchange Commission in Washington, D.C., to analyze debt shelf offerings, initial public offerings, and public 10-K and 10-Q financial statements.

A few years later, the mountains of Colorado called her back and she jumped into the cable telecom

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industry, a sector which she had served during her public accounting days. April rose to the rank of Vice President of Business Affairs with TCI. "Back then, I was typically the only woman in leadership. I was just happy to be in the board room with so many talented people," she says. Following the restructuring after AT&T's acquisition of TCI in 1999, April was presented with her first opportunity to evaluate options beyond her career path at the time.

A professional acquaintance persuaded her to consider a role with regional firm, Janco Partners, as a sell-side equity analyst covering the cable and satellite industries. "I knew a lot about the companies and technologies in this space," says April. "The challenge was learning about the stock market." She accelerated up the learning curve, eventually making appearances on CNBC and ABC, and being quoted by the Wall Street Journal, Bloomberg and Reuters. "I enjoyed that part of my career, working with C-suite executives, portfolio managers and large mutual and hedge funds."

After almost ten years as a sell side analyst,

the financial crisis afforded April another opportunity to pivot career-wise.

She had grown up in an entrepreneurial family where she watched her father through the ups and downs of being a business owner. "He was one of my most influential mentors," she says. A successful auto dealership operator in the Chicago and Santa Fe areas, April's father taught her much about hard work and tenacity. "He taught me to just put one foot in front of the other each day, no matter what was happening around him." With his encouragement, April started Stay Tuned Capital in 2012. As an entrepreneurial wealth manager working with corporate executives, she was able to harness all aspects of her experience in one role.

"I love translating complex financial concepts into simplified ideas people can understand," says April. "I believe in two methodologies: Building a client's portfolio and financial plan from the bottom up, as well as the top down, to ensure we have a proper balance of risk, goals and macro-environment considerations." As with her other professional pursuits, April threw herself into her work as a financial advisor.

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Today, April focuses on helping entrepreneurs, corporate executives and senior management, particularly in the cable telecom and related industries. She is a member of the National Association of Stock Plan Professionals (NASPP), allowing her to trade ideas and best practices with colleagues in the executive compensation field. April also enjoys working with successful entrepreneurs like her father. “No one client is the same as another,” she says. “I like learning about people, their interests, and their attitudes toward money. This helps me design a portfolio and a financial plan that meets their expectations.”

Looking back at her career path, April appears to be a pioneer of diversity in the workplace. However, she doesn’t really see it that way. “I’ve always believed in earning my place professionally,” April says. “Realistically, the odds of a woman becoming a manager in public accounting in the early 1990s was about 1 in 200.



So, I definitely helped break a few glass ceilings along the way.” She continues to demonstrate her commitment to cultivating financially independent women through organizations like Women in Cable Telecommunications (WICT), where she educates members about their financial goals, deferred compensation programs and financial decision-making associated with gender differences.

Personally, April enjoys sailing and traveling abroad. “When I was a teenager, I had the opportunity to travel to Russia and Europe. That shaped my perspective on the world from an early age,” she says. Since then, she has added destinations like Brazil, China, Japan, Taiwan, South Korea and Thailand to the list. “There’s always something to learn.” Her career is a living reflection of that statement.