



PURPOSE FIRST ADVISORS, LLC (WBE)



One Who Leads and Believes in Helping Others

Most companies need someone to help them thrive and survive. Christy Maxfield has the fervor to help. She created Purpose First Advisors, LLC, to consult business owners on growth strategies needed to build profitable companies and transform their communities.

She is enthusiastic about her company's potential to help women and minorities create generational wealth through entrepreneurship. While there is some closing of the wage gap, minorities and many women still have significantly less wealth passed down to them.

"It is very hard to catch up with traditional wages, but with entrepreneurship there is the potential for more equity," said Maxfield. "This is particularly true for wealth and assets that can be passed down within families, which then benefit the whole community."

She believes the best way to do this is to have a solid business model that drives revenue and profitability. Often that means helping a client with fundamentals like target marketing. The next steps are helping clients perfect team talents, company capabilities and systems needed to be successful.

Maxfield puts her MBA from Webster University to work with a team of three contractors who work primarily in the St. Louis region. She moved to the area from New Jersey in 2005 because she found St. Louis to be a vibrant mid-sized city with a robust business community.

"The city's focus on entrepreneurship makes my work possible," says Maxfield. "If we did not have a business community that was attuned to creating new businesses it would be harder to find, interact and engage with clients."

She says the community has been full of cheerleaders. For example, Gabriela Ramírez-Arellano at the Hispanic Chamber

of Commerce is someone she has grown to treasure. These colleagues assist clients in accessing specific resources and they address systemic issues impacting women and minority entrepreneurs. Ramírez-Arellano recommended that Maxfield pursue the Women-Owned Business Enterprise certification with St. Louis Lambert International Airport Business Diversity Development department.

"It was the right process for me," said Maxfield. "They were really thorough, and I was challenged to answer some really important questions, questions I often ask my clients, but where I had not taken the time to collect the important documentation for myself."

She was very excited that her work was selected as a Business Diversity Development success story because she believes that elevating and celebrating the work of women and minority business owners makes it easier for others to imagine what is possible. Maxfield does this by co-hosting the Entrepreneurially Thinking podcast with Dr. Cheryl Watkins-Moore to share stories that motivate and inspire people to be more successful. The podcast won the 2019 LaunchCode Moon Shot Award recognizing St. Louis trailblazers working on solutions to better the community.

Christy is married to Chris Maxfield, an engineer, without whom she says none of the work with entrepreneurs would be possible. She attributes her success in those collaborations to authenticity. She strives to be known as someone who is knowledgeable, cares deeply about her clients and is willing to have the hard conversations needed to make them successful.

"Business owners usually start on the right track," says Maxfield. "It is very rewarding to be able to validate their thinking and be part of taking it to another level, a level that will create wealth for another generation."