

SEPTEMBER 2025

# HUMAN CAPITAL.



A DAY IN THE LIFE

## Khloé U. Karova

Financial Advisor  
CERTIFIED FINANCIAL  
PLANNER™

Khloé U. Karova is the founder and CEO of Modern Capital Concepts, the first benefit corporation in financial services in Illinois. Since its inception, Modern Capital Concepts has focused on providing high-quality, independent financial services to people from diverse backgrounds.

“The financial services sector needs to figure out how to use the industry’s talent to spread wealth,” says the Chicago resident. “That’s what we are about—figuring out how to connect capital to social change.”

Modern Capital Concepts celebrates its 12th anniversary in 2025.

Photo by Lena Jackson @lenajacksonphotography, hair and make-up by Suzanne Ciba @suzcibamakeupchicago

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## MODERN CAPITAL CONCEPTS, INC.

Socially Responsible Investing (SRI) / Environmental Social Governance (ESG) investing has certain risks based on the fact that the criteria excludes securities of certain issuers for non-financial reasons and, therefore, investors may forgo some market opportunities and the universe of investments available will be smaller.

## What is your origin story?

I graduated from Northwestern with an Art History degree. My mom is like, "What are you going to do with that?" I'm like, "Anything I want." Art is about looking at the world through a different lens in search of clues as to what the future could look like. I apply that 360-degree thinking to my investment practice. I got into equity trading in the late 1990s. My job dovetailed with emerging technologies like algorithmic trading. After years with Lehman Brothers, I realized I was not meant for Wall Street. After Lehman went bankrupt in 2008 it was my chance to become an entrepreneur.



## What are you passionate about?

Obstacles are constantly being thrown up to keep women and minorities down. Marginalized groups need to be educated on how the system is exploiting them and how they can, in turn, exploit the system. We need to create strategies. I like being the boss because I can challenge the status quo and nobody's going to fire me.

## You're in your 50s. What's the top financial advice you give to women your age?

Don't rest on your laurels. Don't expect that because you have a ton of experience and degrees, you should be earning more money. I learned from making the LGNSQ book and talking to graffiti artists that you gotta keep it fresh. If you're not doing something that people value, you need to change that.

## What do you like to spend your money on?

Clothes. I have a lot of bespoke suits. A client once asked, "Does bespoke make sense?" I said, "I speak at national conferences and it makes sense for me." I concentrate my spending in one or two areas. For everything else, I'm frugal. I ride the bus. I stay in basic hotels. Sometimes the room is so small it might as well be a broom closet.



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Photo by Gloria Araya @gloriaarayaphotography

## Where do you go in Chicago to reset or decompress?

Art is how I maintain balance. I love the Museum of Contemporary Art. They gave me the entire second floor to stage a fashion show in 2023. I go to the Art Institute of Chicago to meditate. I studied art history for undergrad and am relearning. I look at images and ask what is missing from this historical narrative. I'll go with different intentions each time, but it helps me think about stuff besides the stock market.

## What personal goal do you hope to achieve in the next five years?

My daughter is my most important project. I want to send her off to college and know she is happy. I also want to get a second house, either in Italy or the UK, but Chicago will always be home.

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## Monday Must-Haves



Containers. Restaurant portions are gigantic and I always order dessert. I finish dessert and put half of my entree away for later.



My Italian tutor said that if I want to sound like I have a graduate degree, I need to read more literature in Italian.



Masks. I've been wearing since before the pandemic during the change of seasons. It helps me control my allergies.



SPF. I have been using Oil of Olay with UVA/UVB protection since I was fifteen years old to prevent premature aging.

Workout outfit. I cardio dance two or three times a week, plus the StairMaster for thirty minutes or 100 floors.



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