



FOR IMMEDIATE RELEASE

Gentreo CEO Renee Fry Recognized with Multiple Prestigious Awards for Leadership, Innovation, and Social Impact

March 6, 2025, **Boston, MA** – Gentreo, the leader in next-generation estate planning, is proud to announce that its co-founder and CEO, **Renee Fry**, has been honored with a series of prestigious awards recognizing her exceptional leadership, innovation, and commitment to driving positive social change.

Most recently, Renee Fry was selected for the **Santander W50 Program**, an exclusive honor that recognizes 50 exceptional women leaders from around the world who are driving innovation and shaping the future across industries. This distinguished recognition places Renee among a select group of accomplished global leaders making meaningful contributions to both business and society.

In addition, **Gentreo** was awarded the **Dealmakers Boston Social Impact Award**, celebrating companies and leaders who are making a lasting social impact through innovative business solutions and community engagement. This recognition highlights **Gentreo's** groundbreaking work in making estate planning more affordable, accessible, and user-friendly for families across the country.

Renee Fry's leadership was further recognized when she was named **Top CEO by CEO Monthly**, an honor given to visionary leaders who are transforming their industries and delivering exceptional value to customers. The award spotlights Renee's role in pioneering modern, tech-forward estate planning solutions that help families protect what matters most — all in just minutes online.

“These awards are a tremendous honor, but they are ultimately a reflection of the incredible work the entire Gentreo team does every day,” said Renee Fry, Co-founder and CEO of Gentreo. “We are transforming estate planning to meet the needs of today's families — making it easier, more affordable, and more accessible than ever before. Together, we're leading the next generation of estate planning.”

About Gentreo

[Gentreo](#) is the leading estate planning solution built for businesses, helping credit unions, banks, and financial institutions offer seamless, affordable estate planning. Partners provide their customers with tools to create and manage wills, trusts, health care proxies, and more, strengthening loyalty and financial wellness. [Gentreo's Digital Vault](#) ensures secure storage and easy access, so families can confidently protect what matters most.

By making estate planning simple, affordable, and accessible, Gentreo empowers families to plan for every life stage and major inflection point—from marriage and parenthood to retirement and caregiving. With flexible pricing and recurring revenue opportunities, Gentreo helps financial institutions deliver long-term value while supporting their customers through life's most important moments.

CONTACT

Name: Julie Fry

Phone: 1-617-804-1451

Email: julie@gentreo.com