



## *Selected Accomplishments*

### **Strategy + Structure**

- Developed one of the industry's first UMAs utilizing a unique dual structure allowing for the choice of models or custom portfolios
- Restructured the wealth management area of a regional brokerage firm by revising job roles, introducing goal-setting, fostering productivity and creating a customer service based culture
- Spearheaded the national rollout of a mutual fund wrap program
- Authored marketing and sales collateral and led branding efforts
- Launched two fee-based product initiatives for a bank brokerage
- Analyzed the profitability of SMAs for an investment advisory firm
- Led the integration of wealth management departments resulting from the merger of two regional brokerage firms
- Reorganized due diligence efforts to develop synergies between fund and manager research and broaden cross-selling opportunities
- Coordinated the merger of two wrap fee programs resulting from merger
- Helped an investment advisory firm strategically and profitability position its wrap fee offerings via third-party sponsor firms
- Improved and documented the end-to-end process for adding new sponsor relationships and products for an investment advisory firm
- Designed and rolled out a marketing and training plan for workstation asset allocation/planning software and a business management and pricing tool

### **Training**

- Co-developed a proprietary Wealth Management Certification Program with The University of Pennsylvania's Wharton School of Business
- Given sales and marketing training programs to small and large groups of financial services professionals
- Designed proprietary client service, relationship management and business building training programs
- Coached individual producers on business development strategies
- Spoken to industry groups on best practices and market trends
- Delivered public seminars to clients and prospects on a variety of financial sector topics via a set of proprietary training modules
- Presented at bank and brokerage top producer meetings