



Erinn Ford

EVP, Advisor Engagement

As Executive Vice President, Advisor Engagement, at Osaic, one of the nation's largest providers of wealth management solutions, Erinn directs enterprise efforts to ensure that Osaic-affiliated independent financial professionals are met with a culture of care and service excellence in their experiences as valued partners to the firm. Erinn's best-in-class relationship management organization collaborates across the Osaic network to demonstrate the firm's mission to empower entrepreneurial Advisors to fulfill their clients' dreams and build thriving businesses.

Erinn is highly involved in Osaic advisor councils and boards, including her role as the Executive Sponsor for the Teams Advisory Council, which helps define the evolving partnership model and needs of advisory teams. She also serves on the National Advisory Board, a group of top financial professionals across Osaic that steers strategic decisions.

Career Summary

Erinn is a 30-year veteran of the wealth management industry. She joined Osaic in 2021 as part of their acquisition of KMS Financial, where she was President and CEO. Prior to that, she was President of Cetera Advisors, and earlier, served as Chief Marketing Officer for Pacific West Financial Group.

Erinn earned a B.A. in speech communication from the University of Washington. She holds Series 7, 24, 63, and 65 FINRA securities licenses.

Securities and investment advisory services are offered through the firms: Osaic Wealth, Inc. and Osaic Institutions, Inc., broker-dealers, registered investment advisers, and members of FINRA and SIPC. Securities are offered through Ladenburg Thalmann & Co., broker-dealer and member of FINRA and SIPC. Advisory services are offered through Ladenburg Thalmann Asset Management, Inc., and Osaic Advisory Services, LLC., registered investment advisers. Advisory programs offered by Osaic Wealth, Inc. are sponsored by VISION2020 Wealth Management Corp., an affiliated registered investment adviser.