Osaic Advisory Councils & Boards

National Advisory Board

The National Advisory Board (NAB) was created to help ensure Osaic's strategy and ongoing decisions are based on the voices of our Financial Professionals. The NAB informs our technology, service, and product roadmaps and provides feedback on strategic decisions, such as how we roll out new initiatives and changes.

The NAB kicks off 2024 by welcoming six new board members and bidding farewell to three contributors invaluable for their dedication and contributions. A special thank you to Debra Brennan Tagg, for her time as our inaugural chair, along with Chuck Walker and Kim Kropp.

2024 priorities include:

- **Organic growth**: driving and supporting the growth of financial professionals who are interested in serving a larger client base and growing their enterprise value
- **Planning for our evolution**: focusing on building trust, demonstrating value, and conveying the purpose of Osaic to Financial Professional throughout our evolution
- **Leading transitions**: as a sizable number of Financial Professionals retire in the coming years, focusing on supporting those transitions, and helping family businesses successfully change hands to the next generation of business owners
- **Relationships and community**: partnering to identify new ways Osaic can build community and develop trusted relationships with and among Financial Professionals

The NAB is led by:

- **Greg Cornick**, President, Advice and Wealth Management as Executive Sponsor
- **Melissa Lamarche**, SVP, Channel Strategy and Operations as Council Manager
- **Erinn Ford**, EVP, Independent Channel Leader, **Ed Swenson**, EVP, RIA Solutions Channel Leader, and **Steve Amarante**, President, Institutions Channel Leader, as Relationship Leaders

A complete listing of NAB members can be found at the end of this article.

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National Operational Excellence Council

The National Operational Excellence Council (NOEC) ushers in the new year along with nine new council members, as seven members conclude their terms of service.

Tactical in nature, the NOEC is designed to address day-to-day strategic opportunities in the realms of:

- **Service, policies and procedures**
    - Led by Liam House-Myers, VP, Service
    - The goal of this subcommittee is to enhance the experience of Osaic Financial Professionals and the clients they represent
- **Digital experience**
    - Led by Tom Ocheltree, VP, Digital Solutions
    - Aimed to improve the experience and design of the digital products Osaic provides
- **Supervision**
    - Led by Shawn Mihal, SVP, Supervision and Operational Risk
    - Focused on streamlining and enhancing supervision processes to reduce friction points and improve the Financial Professional experience

The NOEC is led by:

- **Tim Hodge**, EVP, Trading and Operations as Executive Sponsor
- **Liam House-Myers**, VP, Service as Council Manager

A special thank you goes to our departing members for being stewards of change through their dedication, input, and enthusiasm:

- Brian Heapps
- Alex Petsis
- Amanda Janssen
- Jenny Bures
- Nina Lloyd
- Julie Mohr
- Jay Rishel

A complete listing of NOEC members can be found at the end of this article.

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Women's Advisory Board

The Women's Advisory Board (WAB) is dedicated to providing insight and feedback regarding efforts to advance Osaic's community of women Financial Professionals. Priorities for 2023 centered on developing programming to address new engagement opportunities, the expansion and deepening of existing engagement opportunities, and the development of a mentorship program.

The inaugural Women's Forward Mentorship Program – for women, by women – is set to launch at W Forum 2024. Ten mentor/mentee pairs will be matched for a unique opportunity to engage directly with our Women's Advisory Board for the 2024-2025 calendar year.

The WAB is led by:

- **Kristen Kimmell**, EVP, Business Development as Executive Sponsor
- **Claire Besant**, Director, Business Development as Council Manager
- **Amy Hawkins**, VP, Business Partner as Relationship Leader

A complete listing of WAB members can be found at the end of this article.

NextGen Advisory Council

The NextGen Advisory Council (NXG) aims to retain and attract the next generation of Financial Professionals who are looking to be leaders in serving the next generation of investors and are focused on creating enterprise value for the businesses they run. Its inaugural year, 2023, was focused on creating the structure, focus, and connectivity around the next-gen community.

NXG is focused on how Osaic can evolve its platform to be a leading destination for NextGen Financial Professionals and is focused on four key initiatives and supporting activities in 2024:

1. Osaic-led community building
2. Peer-to-peer community and education
3. Creating a structured advisor training and education program, including the launch of the Wealth Advisor Academy pilot in Q1
4. Developing a strategy for thought leadership and industry collaborations for NextGen Financial Professionals

NXG is led by:

- **Dimple Shah**, EVP, Corporate Strategy as Executive Sponsor
- **Jenny Le**, SVP, Corporate Strategy as Council Manager
- **Tomika King**, VP, Advisor Engagement, and **Dave Molter**, VP, New Business Development and Advisor Relations, as Relationship Leaders

A complete listing of NXG members can be found at the end of this article.

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Teams Advisory Council

Leading the way as the first of Osaic's business model-centric councils and boards, the Teams Advisory Council (Teams) officially launched in December 2023. Key areas of focus include:

- **Business operations and management**: identifying the challenges and opportunities for teams to operate at peak performance and what we need to solve for in our industry, at Osaic, and within each team to get there
- **Holistic wealth management**: expanding value propositions and services by remaining focused on building the wealth management team of the future to manage the full spectrum of client needs across net worth segments and lifestyle needs
- **Business development**: focusing on the wide spectrum of critical growth opportunities, from building a brand to growing and evolving the brand to marketing to recruiting
- **Community creation**: focused on helping Osaic build the leading community for teams to partner with

Teams is led by:

- **Erinn Ford**, EVP, Independent Channel Leader, and **Shannon Larson**, SVP, Platform Management and Product Development, as Executive Sponsors
- **Claire Besant**, Director, Business Development as Council Manager
- **Stacy O'Keeffe**, SVP, Advisor Engagement as Relationship Leader

A complete listing of Teams members can be found at the end of this article.

2024 Advisory Council & Board Members

**Indicates new 2024 council member*

NAB Members

Aaron Titze	GT Financial Advisors (Woodbury, MN)
Annette Alexander*	Compass Wealth Solutions (Portland, IN)
Brandon Dixon-James	Resilient Wealth Management, Inc. (Fresno, CA)
Brian Hartmann	Granite Bridge Wealth (Livingston, NJ)
Brian Heapps	Innovative Financial Group (Nashville, TN)
Cammie Sorensen Banks	Legacy Advisory Network (Middleton, WI)
Chad Parmenter, Chair	Mirus Planning (Kirkland, WA)
Dean Harman	Harman Wealth (The Woodlands, TX)
George Chuang*	Continuum Advisory (Tampa, FL)
Laurie Martin*	Martin Tax & Financial services (Independence, MO)
Miye Wire	Miye Wire, LLC (Reston, VA)
Pamela Pearson*	Pearson Financial (Garden City, NY)
Paul M. Provost*	NH Trust Financial Advisors (Concord, NH)
Rita Robbins*	Affiliated Advisors (New York, NY)
Vince Morris	OneDigital (Overland Park, KS)

NOEC Members

Alissa Couchman*	Iron Point Financial Advisors, Inc (Folsom, CA)
Amber Carrick*	Keystone Financial Management (Nazareth, PA)
Barbara Marshall*	ITP Partners (Ponte Verde Beach, FL)
Chris Virgil	Evolution Financial Advisors (Victor, NY)
Christian Bratton*	Singletrack LLC (Atlanta, GA)
Erin Wilkinson	McCarthy Wealth Management (Newport Beach, CA)
Kurt D. Jonson*	Pacific Capital Resource Group, Inc. (Bellevue, WA)
Margaret Cutter	Harman Wealth Management (The Woodlands, TX)
Nick Burns*	Financial Achievement Services, Inc (Greenville, OH)
Nick Hanley*	Acorn Financial Services (Livingston, NJ)
Rheannon Boddie	Infinity Financial Partners (Atlanta, GA)
Rob Schultz*	NWF Advisory Services, Inc (Encino, CA)
Ryan Helder*	Steward Wealth (Raleigh, NC)

WAB Members

Amanda Dunlap	Absolute Financial Planning (Austin, TX)
Christina Nash, Chair	Knox Grove Financial (Pennington, NJ)
Gayle Canini	Employee Benefits Administration, Inc. (Winchester, VA)
Jennifer Johnston	genFinance, LLC. (Cumming, GA)
Lindsey Hanley	Blue Pacific Advisors (San Francisco, CA)
Michelle Hauge	Lifepoint Financial Planning (Rogers, AR)
Midge Suite	Victory Wealth Management, Inc. (China Grove, NC)
Shanan Doherty	Pilkington Financial Services (Sterling, CO)
Sharla Jessop	Smedley Financial Services, Inc. (Salt Lake City, UT)
Stephanie Bowens	Chrysalis Capital Management (Cary, NC)
Tricia Carter Wood	Haber Wealth Management (Fort Worth, TX)
Whitney Figueroa	The Alpine Financial Planning Group (Cresskill, NJ)

NXG Members

AiRung Liu	High Valley Financial Planning Services (Fremont, CA)
Andrew Leithe	Strategic Financial Advisors Corporation (Marlton, NJ)
Bob Protesto	Haddon Planning Group (Philadelphia, PA)
Claudia De La Rosa	Strategic Wealth (El Paso, TX)
Jackie Mazur	Guide My Finances (Carlsbad, CA)
John Moran	Moran Havansek Financial Group (Park Ridge, IL)
Leah Weinberg, Chair	Weinberg Financial Group (Boston, MA)
Ryan Hitchcock	High Point Capital Group (Milwaukee, WI)
Shawn Manuel	Strategic Wealth Inc (Osage Beach, MO)
Stephen Serati	Millenia Investments, LLC (Chesterfield, MO)
Tara Garvin Clark	GFA Financial Group, LLC (Tampa, FL)
Trisha Qualy	Affiliated Advisors (Minneapolis, MN)

Teams Members:

Alex Petsis	Anthony Petsis & Associates (Newtown, PA)
Andrea Sheikh	Iron Bridge Wealth Counsel (Palm City, FL)
Brant Spesshardt	Steward Wealth Strategies (Raleigh, NC)
Chad Feucht	Feucht Financial Group, LLC (Fond Du Lac, WI)
David Smith	Smith Moses & Cozad (Beavercreek, OH)
Gus Catanzaro	PPS Advisors (Holbrook, NY)
Howard Mattson	Plan One Financial Group (Deptford, NJ)
Jack Jones	Robare & Jones Wealth Management (Houston, TX)
Jacob Schmidt	Financial Planning Services (Fort Wayne, IN)
Jeff Brooks	City Fiduciary Group (Vancouver, WA)
John Williams	Davis Williams Wealth Management (Charlotte, NC)
Jonathan Webb	Bach Wealth Management, LLC (Berlin, CT)
Matt Pulsipher	City Fiduciary Group (Vancouver, WA)
Michael Cozad	Smith Moses & Cozad (Beavercreek, OH)
Paul Vladem	Associated Financial Consultants & Investor Services (Ft. Lauderdale, FL)
Shawn Wooden, Chair	Associated Financial Consultants & Investor Services (Ft. Lauderdale, FL)
Todd Bury	Bury Financial Group (Youngstown, OH)
Tony Petsis	Anthony Petsis & Associates (Newtown, PA)
Will Isaacs	Wealth Strategies (Muncie, IN)