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40 UNDER 40

## THE POWER OF PERSONALITY

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# 40 UNDER 40

## THE POWER OF PERSONALITY

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THE EDITORIAL STAFF AT *INVESTMENTNEWS* BEGAN this year's 40 Under 40 project in February by reviewing the traits we sought most in this year's class. At weekly meetings that continued into the spring, as we combed through the profiles of this year's 800 nominees, we searched for the key attributes that have always defined our winners: accomplishments to date, contributions to the industry, leadership and promise.

But paper resumes rarely paint the full picture. In presenting this year's winners, we also wanted to focus on intangibles: those special qualities that make an individual stand out and force the world to take notice. As a result, the class of 2016 showcases the power of personality.

In collaboration with author Sally Hogshead, we created a quick and fun personality test for our honorees to reveal how they are

perceived by others and what their top strengths are; you'll see their personality archetypes listed under their names. Among this year's class are young talents deemed by our quiz results as "Victors," seen by the world as respected and competitive; "Maestros," who are ambitious and confident; and genuine and sure-footed

"Guardians"—all admirable traits for those who want to serve their communities as top financial advisers.

Learn more about each archetype's meaning, discover your own by taking the test, and read more-extensive profiles and view videos of our winners at [InvestmentNews.com/40](http://InvestmentNews.com/40).

—Walden Siew, news editor



## DIVAM MEHTA

### MAESTRO

#### FOUNDER, MEHTA FINANCIAL GROUP

**BORN IN INDIA**, Divam Mehta was 5 years old when his family arrived in the United States. His focus as an adviser is on families in similar circumstances: Indian immigrants who came to the United States for a shot at a better future for their children.

One of the biggest hurdles he faces is the internet and so-called robo-advisers. The former has

**AGE: 32** given license to anyone who wants to claim that they are an investment-advice expert, while the latter, said Mr. Mehta, may lure clients with the promise of the lowest fees but generate poor investment results.

It's hard for clients to focus with all that noise out there, said Mr. Mehta, 32. That's where he steps in.

"It's better to work with someone who knows the family structure than to depend on an algorithm," said Mr. Mehta. "The vast majority of my clients are either first or second generation immigrants. It's important to design a plan they can execute and give them something they can actually work on step by step so they can see the progress.

"They have no idea of the U.S. tax structure, investment landscape or what they can do to progress on their financial journey," he said.

His largest outreach is through seminars to people in the Indian community.

— Bruce Kelly



## BRAD BERNSTEIN

### VICTOR

#### SENIOR VICE PRESIDENT WEALTH MANAGEMENT, UBS FINANCIAL SERVICES

**BRAD BERNSTEIN WORKS** in a profession at the heart of capitalism. But while representing UBS Financial Services advisers when the firm was changing compensation policies, he felt more like a union leader.

Mr. Bernstein was the youngest person to ever serve on the UBS Financial Advisor Advisory Council, where he was one of 14 members representing the 7,100 UBS advisers.

**AGE: 39** He participated on the council in 2014-15, as the firm was contemplating adjustments in anticipation of a Labor Department rule to raise advice standards for retirement accounts.

The modifications would have affected bonuses in a way Mr. Bernstein said was unfair. He convinced UBS officials to make deferred bonuses a larger part of total compensation.

"It was much better for the financial adviser than it would have been, and I'm proud of that," he said.

Mr. Bernstein also helped establish an online compensation calculator that allows UBS advisers to easily track their pay.

His clients seem to be happy, too, as his revenue has grown from over \$100,000 to more than \$2 million in the last 10 years.

— Mark Schoeff Jr.

"IT'S BETTER TO WORK WITH SOMEONE WHO KNOWS THE FAMILY STRUCTURE THAN TO DEPEND ON AN ALGORITHM."

—DIVAM MEHTA



## MICHELLE LYNCH

### WISE OWL

#### VICE PRESIDENT OF THE ADVISER NETWORK FOR WOMEN, RAYMOND JAMES FINANCIAL INC.

**MICHELLE LYNCH IS** a "Wise Owl," observant and assured.

That's the image that surfaced from the Fascination Advantage assessment taken along with others in the 40 Under 40 class selected this year by *InvestmentNews*, and Ms. Lynch agrees with the outcome. It's also fitting for someone focused on supporting the nearly 1,000 female advisers at Raymond James Financial Inc. and seeking to recruit more.

**AGE: 38** "Being a financial adviser is a great profession for women," she said, citing a special ability to empathize and build relationships, which is important to clients who entrust advisers with their life savings.

Yet women represent just 15% of the industry, a stat she's working hard to change in part by targeting those in engineering, teaching and law who may be looking for a second career. Ms. Lynch is helping to create coaching programs for women at St. Petersburg, Fla.-based Raymond James, including one designed to attract high-net worth clients.

She's also planning a group trip in August to the MIT AgeLab in Cambridge, Mass., to help advisers better understand the challenges faced by aging clients, and is evaluating ways women can forge relationships inside Raymond James to advance their careers. "We're going to be instituting a mentoring program over the next year," she said.

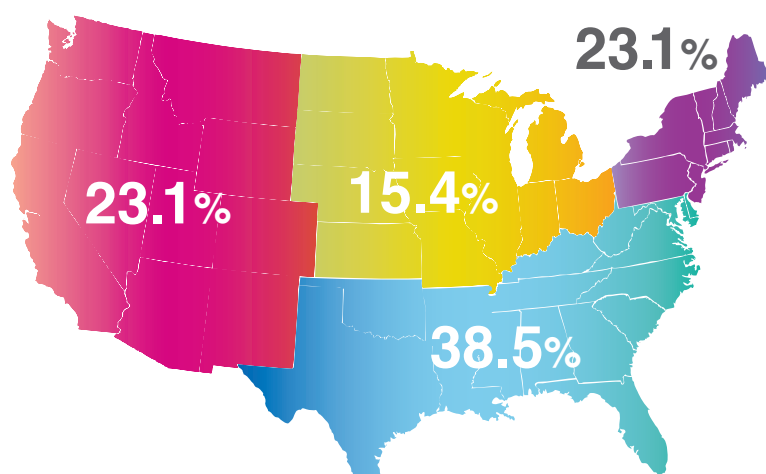
Ms. Lynch, who got her black belt in Taekwondo as a kid, isn't easily ruffled, preferring to quietly take in what's being said and done around her before delving in and taking action.

"I'm a listener," she said. "People tell me I have a poker face."

— Christine Idzelis

## A NATIONAL PRESENCE

Our 40s hail from all corners of the U.S., with a particularly strong showing in the South.





# TAYLOR SCHULTE

## ARCHITECT

### FOUNDER, DEFINE FINANCIAL

**TAYLOR SCHULTE CREATED** his own wealth management firm, Define Financial, about two years ago, building on seeds planted long before he knew a thing about advice.

Fearful of flying, Mr. Schulte didn't follow his father into a career as a commercial pilot, embarking instead on an entrepreneurial path inspired by his grandfather, who with no money migrated to the U.S. by boat from Germany. "He's a big reason I'm in this business," he said.

Mr. Schulte volunteers at the San Diego Financial Literacy Center, offering educational workshops for the area's youth, military and low-to-moderate income individuals. He's also part of an advisory panel at San Diego State University that's seeking to make financial planning a possible major for students.

At Define Financial, Mr. Schulte oversees about \$35 million in assets, a portion of which is tied to clients he gained in his first job as an adviser at Morgan Stanley, which he joined right after graduating from the University of Arizona. It was while working on Wall Street that he witnessed the wild effects of the financial crisis on markets and got yet another lesson on staying the course — although this time by watching other investors panic.

"Because I was so inexperienced, I was probably more numb to it than other financial advisers," Mr. Schulte said. "I didn't lose any clients. I stayed calm, and I helped clients stay calm."

— Christine Idzelis

AGE:  
31



## COVENTRY EDWARDS-PITT

### CHANGE AGENT

CHIEF WEALTH ADVISORY OFFICER, BALLENTINE PARTNERS

**COVENTRY EDWARDS-PITT**, chief wealth advisory officer at Ballentine Partners, doesn't wither in the face of a tough choice.

To persevere in the face of adversity, "that's the best fight we can do," she said.

Her finance career began at Goldman Sachs Group Inc., where she stayed for a few years before deciding to become a registered investment adviser as a way to work more closely with individual investors.

Her motivation in becoming an RIA was the same that fueled her desire to study pre-med at Harvard University. There's a similar, intimate human connection, maybe closer to that of a country doctor making a house call, according to Ms. Edwards-Pitt.

"I decided I wanted to help people," she said. "It came full circle to this."

— Christine Idzelis

AGE:  
39



## GREG SMITH

### TRENDSETTER

PRESIDENT, BLOOM

**EMAILS POURED IN** by the thousands after Greg Smith, president of Bloom Inc., wrote a 2012 op-ed in The New York Times explaining why he left Goldman Sachs.

Mr. Smith wanted to shed light on how the industry had changed in the run-up to the financial crisis and what young people starting careers in the industry should expect.

Mr. Smith is now bridging the gap between the finance industry and transparency for 401(k) plans as president of Bloom, an automated online service that manages employer-sponsored retirement accounts.

His goal is to give everyone a fair shake at saving for retirement.

"The great irony of our industry is that everyone is lining up around the block

for those with the most assets and wealth, but the people who need the help are those who do not have the most wealth," Mr. Smith said.

— Alessandra Malito

AGE:  
37



## NINA O'NEAL

### TRENDSETTER

PARTNER, ARCHER INVESTMENT MANAGEMENT

**NINA O'NEAL LEARNED** a lot quickly in 2006 when she decided to leave Merrill Lynch and go out on her own.

She learned the importance of taking the emotion out of investing for clients and being their level head. It's a strategy that was critical during the financial crisis that soon hit.

In 2009, Ms. O'Neal joined Matt Archer as a partner at Archer Investment Management in Raleigh, N.C. Since she became a co-owner, the firm has more than doubled its assets under management, and revenue has grown by more than 25%.

She also mentors young female advisers and provides internships for local college students.

"My philosophy is to keep a very structured day," Ms. O'Neal said. "The only thing I can control is my time and how I use it."

— Liz Skinner

AGE:  
35

"I DECIDED I WANTED TO HELP PEOPLE. IT CAME FULL CIRCLE TO THIS."

— COVENTRY EDWARDS-PITT



## MICHAEL LIANG

### TRENDSETTER

CO-FOUNDER, LIANG & QUINLEY WEALTH MANAGEMENT

**WHEN HE WAS A BOY**, Michael Liang adopted his first name from his favorite television show, "Knight Rider," starring David Hasselhoff. His family immigrated to the United States from Taiwan when he was 3 years old.

Mr. Liang initially pursued a teaching career, but switched to financial planning.

Mr. Liang and his business partner, Christopher Quinley, started their firm in 2011. About half their clients are from China or Taiwan. A large part of his business is teaching how the transfer of wealth works in the United States.

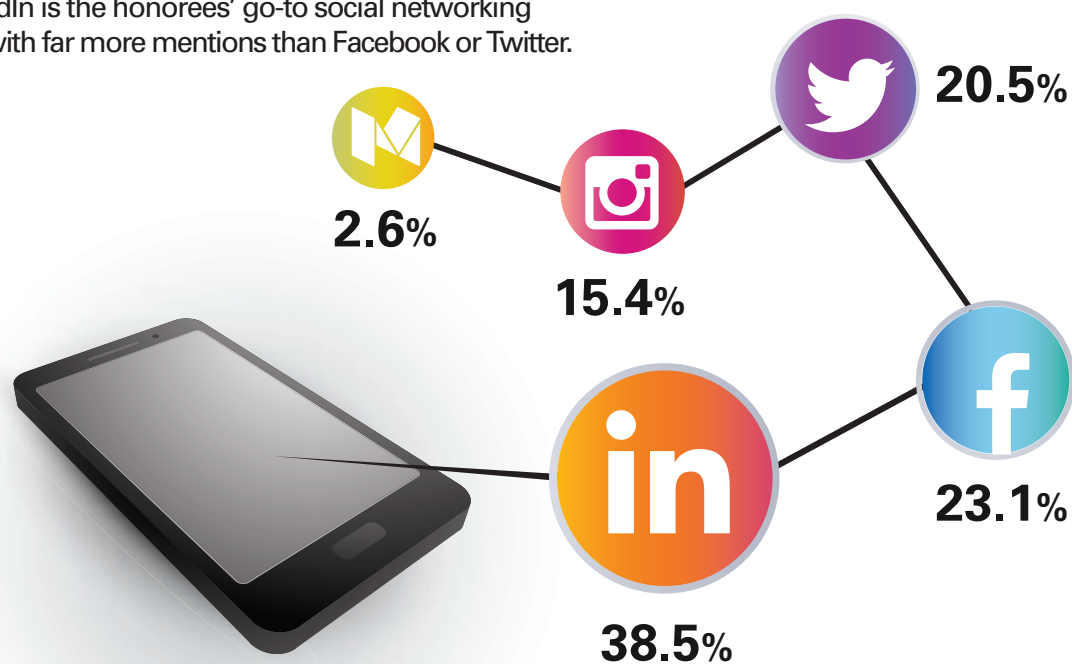
"Many of our Asian clients are small-business owners," Mr. Liang said. "A big question for many families is, how will they transfer money from this generation to their kids? Our clients don't understand what a trust is."

— Bruce Kelly

AGE:  
33

## FAVORITE HANGOUTS

LinkedIn is the honorees' go-to social networking site, with far more mentions than Facebook or Twitter.



## THE GREAT DIVIDE

The majority of our 40s are men, reflecting the fact that male advisers still outnumber women.



## ADVISER'S BEST FRIEND

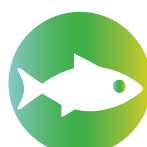
When it comes to pets, advisers love their doggies. Dogs lead cats 14 to 4.



14 DOGS



4 CATS



1 FISH



1 TURTLE



1 HORSE



1 SUCCULENT

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ANDREW SIVERTSEN

MAESTRO

PARTNER,  
THE PLANNING CENTER

IF YOU'RE LOOKING for a planner for the next generation, stop looking.

Mr. Sivertsen is past president of the Financial Planning Association's NextGen, which aims to encourage young planners.

At The Planning Center, in Moline, Ill., Mr. Sivertsen has pioneered his firm's efforts to work with younger clients. "We've all been bringing on a lot of clients who are our age, and the average age of our client list has been dropping quite a bit," he said.

As a result, The Planning Center is seeing a lot of small-business owners and professionals who need a third party to talk to about life and money.

When he's not encouraging young planners, Mr. Sivertsen is a Missions Board Member for St. Paul Lutheran in Davenport, Iowa. He's also an avid traveler, and busy parent, along with his wife, Amy, with whom he has two children, Lillian, 4, and Graham, 2. (The couple is expecting their third child in August.)

— John Waggoner

AGE:  
33



NORA YOUSIF

CONNOISSEUR

ASSOCIATE VICE PRESIDENT,  
RBC WEALTH MANAGEMENT

NORA YOUSIF IS A third-generation financial adviser, who, as a young graduate from Providence College, abandoned her pre-med track and got a start in business consulting. But seeing firsthand what her grandfather and stepdad did day-to-day sparked her interest in being a financial adviser. Today she works alongside them.

Ms. Yousif runs a popular monthly speaker series called "Women, Wine and Wall Street" in Boston, designed as a fun way to broach personal-

finance topics such as college financial aid and Social Security. Further, she created and hosts a local TV segment called "Five-Minute Financial News Flash" that airs once a week. Ms.

Yousif attributes much of her drive to succeed to her mother, an immigrant who fled the Lebanese Civil War when she was 18 years old and ultimately started a business in the U.S. "She was an incredible role model and demonstration of what hard work and strong character can do," Ms. Yousif said.

— Greg Iacurci

AGE:  
28



ANDY SWAN

MAVERICK LEADER

CO-FOUNDER,  
LIKEFOLIO

EVERY NIGHT AS a 10-year-old, Andy Swan sat at the kitchen table with his dad and graphed the day's stock prices printed in the local newspaper.

That's how he learned about the business — and it stuck.

"Even when I was in college and studying and on the basketball team, I was studying stock markets," he said. He opened an online brokerage account and traded his own money, too. "It's something that's always been a part of my life."

Now Mr. Swan is a technologist and serial entrepreneur in the financial services industry. He co-founded LikeFolio, a software provider that analyzes social media sentiment by scanning social media for mentions of publicly traded companies and their products.

With LikeFolio, he's just scratching the surface, he said. There is value in providing a treasure trove of data for investors to act on, especially the underdogs, he added.

— Alessandra Malito

AGE:  
38



AMY HUBBLE

VICTOR

PRINCIPAL INVESTMENT ADVISER,  
RADIX FINANCIAL

AMY HUBBLE IS often up in the air — quite literally. Radix Financial, which she founded in January 2015, is in Oklahoma City. But Ms. Hubble's also pursuing a doctorate in consumer economics at the University of Georgia.

Ms. Hubble said starting her own practice wasn't as difficult as she had imagined. But teaching and getting a Ph.D. at the same time "made it even more crazy," she said. Currently, Radix — the name comes from a mathematical term meaning "beginning" — has \$25 million in assets.

Ms. Hubble's interest in charity and charitable giving are fueling her University of Georgia studies. She and a friend started Heartbeat for Hope, which works to help impoverished African women. The charity provides small amounts of capital, often in the form of microloans, and also maintains education centers to help women learn craft skills. "After graduating, they have the skills to provide for their children to attend school," Ms. Hubble said.

Overcoming cultural differences is a challenge: In Ghana, it's considered morally wrong to save money if anyone in your extended family is in need. And the weather conspires against technology, she said. "Computers, cars, all break down immediately. The climate is horrible for technology."

Ms. Hubble's clients are comfortable with her frequent travel: She tries to spend a few days a month during the school year in Oklahoma City to meet with clients.

And while the oil meltdown has been trying, it's all part of living in Oklahoma, she said.

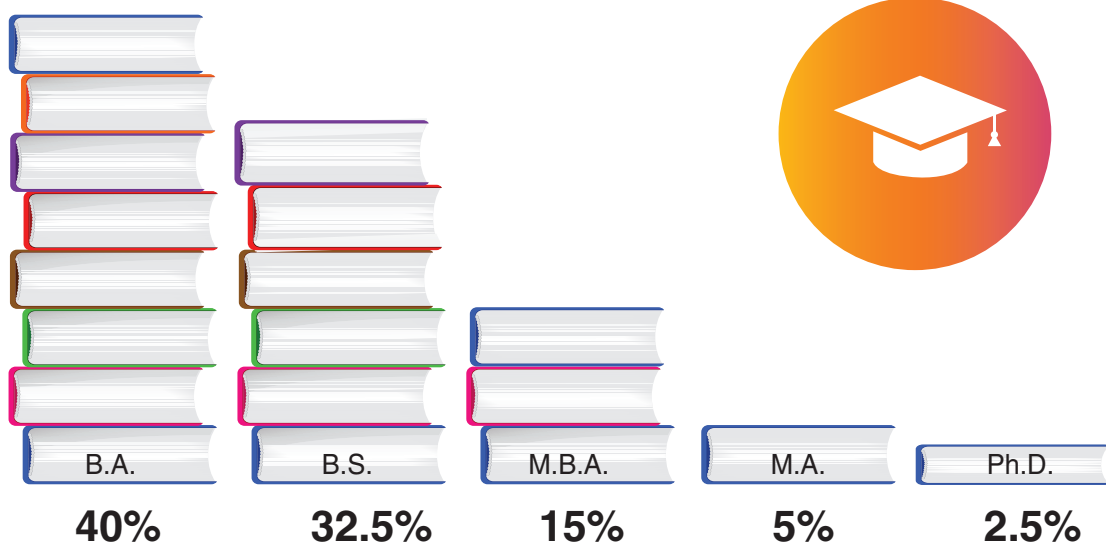
"Energy stock performance has been horrible, but Oklahomans are also personally affected by company layoffs and budget shortfalls, so they understand," Ms. Hubble said. "It's the cyclical nature of oil and gas."

— John Waggoner

AGE:  
31

HIGHER EDUCATION

Knowledge is power for our 40 Under 40s. Here are the highest university degrees attained by this year's class of honorees.





## DOUGLAS BONEPARTH

### VICTOR

#### PARTNER, LONGWAVE FINANCIAL

**DOUGLAS BONEPARTH** believes if the financial services industry doesn't radically alter its old-school model of recruitment and training, it will come dangerously close to missing an entire generation of future financial advisers.

"This industry hasn't done a good job of setting up for younger advisers," he said. It begins with what he describes as a "failed recruitment model" that might have worked for past generations, but isn't working today.

AGE:  
31

The industry's tired model of recruiting green advisers, and grinding them through the rigors of cold-calling, with a mandate to raise a few million dollars in a hurry, is broken, he said.

"You don't hire college grads to raise assets off the bat. Wean them off duties of an office administrator, and teach them the operations of the business."

Learning a business from the inside out, he said, is how you build knowledgeable and loyal employees who care about the larger advice business.

Mr. Boneparth is working on a book along with his wife, about "how my generation became so financially illiterate." He is one of 50 CFP Board Ambassadors charged with educating both the public and the media about financial planning. As an advocate for financial literacy, Mr. Boneparth also volunteers with both the FPA's New York chapter and the New York Public Library to provide financial education seminars.

— Jeff Benjamin



## MATT BUCHANAN

### GUARDIAN

#### FOUNDER, BUCHANAN WEALTH MANAGEMENT

**PLAYING FOUR YEARS** of college baseball prepared Matt Buchanan for the grind of first becoming a financial adviser and then establishing his own practice, Buchanan Wealth Management, in Herndon, Va.

"I learned from baseball that putting the time in has a huge impact on what you are able to deliver," said Mr. Buchanan, who briefly played semi-pro baseball before becoming an adviser.

AGE:  
36

A large focus of his practice is pro bono financial planning. "One pro bono client is a family who just lost their dad," Mr. Buchanan said. "The mother doesn't know the family finances because the father handled it."

Relieving that family's financial worries during a time of grief allowed them to focus on "all the crazy things," he said.

It's all part of Mr. Buchanan's overarching goal to deliver benefits to his clients. "Service is almost becoming something you are surprised by these days. We are focused on good service being something our clients can completely count on and not be surprised by."

— Bruce Kelly

## LANCE SCOTT

### QUICK-START

#### FOUNDER AND PRESIDENT, BAY HARBOR WEALTH MANAGEMENT

**LANCE SCOTT GOT** his first taste of entrepreneurship from his father — for 25 years, Mr. Scott's father ran a Baltimore-based company offering yacht financing throughout the U.S.

Mr. Scott worked as a liaison in the company's "super-yacht financing" group, working with clients whose boats cost upwards of \$5 million.

In the process, he gained enlightenment into the world of private banking and how the "red carpet was being laid out" for ultra-high-net-worth individuals.

"I was influenced by my father and the ideas of money and finance very early on," Mr. Scott said.

About five years ago, Mr. Scott turned down a partnership in an advisory firm to go out on his own and start what would become Bay Harbor Wealth Management, which specializes in bringing the investment practices and strategies tapped by institutions such as foundations and endowments to individual clients with between \$1 million and \$5 million in investible assets.

"I had the entrepreneurial spirit as well," Mr. Scott said. "I don't think I was ever going to be satisfied working for someone else."

Mr. Scott has grown his registered investment advisory business, based in Baltimore County, Md., "completely organically," and has more than 260 accounts at present.

Mr. Scott said his wife's success in the field of optometry, where she specializes in ocular disease, paved the way for his own success — he had the wherewithal to start over and go out on his own because of it.

— Greg Iacurci





# KRISTEN MOOSMILLER

## VICTOR

### SENIOR FINANCIAL PLANNER, PARTNERSHIP FINANCIAL

**TWO YEARS AGO**, Kristen Moosmiller made a gutsy career change to provide comprehensive planning services to clients who pay her firm a retainer fee.

The move from a large investment company where she managed more than 150 client relationships required a substantial pay cut, but she's never looked back.

"While it was wonderful to move up at that company and be a lead on so many client relationships, I couldn't do as good of work for each of them that I wanted to," she said.

After deciding she wanted fewer but more meaningful client relationships, Ms. Moosmiller joined Partnership Financial in 2014 without a single client.

Today she works with 20 clients, most of whom she found through her own business development efforts. She plans to become an owner in Partnership Financial next year.

Her growing client base is a testament to her passion for helping others achieve financial independence, especially the middle-income clients she specializes in serving. She's also helped her colleagues in the industry work through their difficulties.

She mentors young advisers through her local Financial Planning Association chapter in Ohio. Ms. Moosmiller joined both the National Association of Personal Financial Advisors and the local FPA chapter in 2012. That year she was pro-bono director for the FPA group, which was recognized for its charitable efforts.

She's also served two terms as president of the chapter.

Her instinct to give back to the industry and community continues this year, as Ms. Moosmiller heads up the public relations and marketing committee of the Alliance of Comprehensive Planners.

— Liz Skinner



# NICK CROW

## MAESTRO

### PRESIDENT, MOTLEY FOOL WEALTH MANAGEMENT

**POPULISM IS IN** vogue in this year's presidential campaign, and Nick Crow may make it fashionable in investing, too.

As the president of Motley Fool Wealth Management, Mr. Crow wants to "democratize" investment advice by making it available to more people.

Mr. Crow launched the registered investment adviser arm of The Motley Fool two years ago, and has amassed \$980 million in assets under management.

Most of its clients have \$500,000 to \$3 million in investible assets. But Mr. Crow hopes one day to attract investors with as little as \$25,000 in assets.

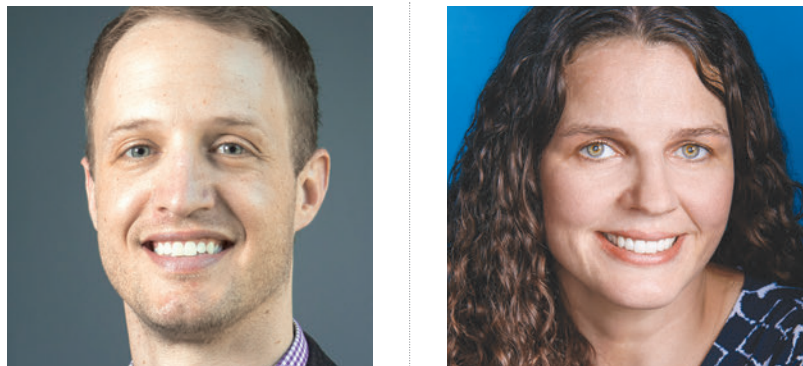
Motley Fool Wealth Management combines an automated online component with human advisers. This hybrid approach is key to bringing advice to the masses.

"It's going to lower costs and increase access to investment advice," Mr. Crow said.

The "authentic, grassroots voice" that characterizes the stock-picking side of The Motley Fool site also imbues its RIA side, he said.

"This is a community of investors, and communities look out for one another," said Mr. Crow, who started working at the site in 2008. Daily conversations revolve around "what's best for the client."

— Mark Schoeff Jr.



# NEELA BUSHNELL HUMMEL

## MAESTRO

### PARTNER, ABACUS WEALTH PARTNERS

**UNDERSTANDING WHAT DRIVES** Neela Bushnell Hummel requires looking no further than her upbringing in a home with five brothers, an entrepreneurial father and a mother she describes as "the toughest woman I've ever met."

Ms. Hummel, a partner at Abacus Wealth Partners, said seeing her father, Nolan Bushnell, make and then lose his fortune has motivated her to constantly promote financial independence and financial literacy.

Her father founded both Atari and Chuck E. Cheese's Pizza Time Theater, but was driven to near-bankruptcy by shady investment bankers, she said. That experience pushes Ms. Hummel to help other families steer clear of what her family went through.

"The effect that had on me was two-fold," she said. "I saw the ups and downs an entrepreneur goes through, and I also knew what type of adviser I wanted to be."

Ms. Hummel doesn't focus on female clients, but she does enjoy working with "high-earning females."

"They are often the decision-making women in their household," she said. "I'm kind of an alpha woman myself, so we get along."

— Jeff Benjamin



# NATHAN HARNESS

## MAESTRO

### TD AMERITRADE DIRECTOR OF FINANCIAL PLANNING, TEXAS A&M UNIVERSITY

**NATHAN HARNESS FOUND** his career path after running for his life on Sept. 11, 2001.

He was working on the 61st floor of one of the World Trade Center buildings on the day of the terrorist attacks. "I got out about 15 minutes before Tower Two collapsed," Mr. Harness said.

Following that harrowing experience, he reflected on what he enjoyed most about working at Morgan Stanley — educating clients about their finances — and decided that teaching should be his vocation, sooner rather than later.

Sept. 11 "caused me to re-evaluate the delicate nature of life," Mr. Harness said. "You don't always get the timeline you think you're going to get. I want to jump in now."

He obtained a doctorate in financial planning from Texas Tech University and is now the TD Ameritrade director of financial planning at Texas A&M University.

His research focuses in part on analyzing what makes millennials tick financially. He wants to determine rules of thumb that can improve their investing.

"How can we use some of their preferences to put them in a better financial place?" Mr. Harness said. "We're still in the infancy of figuring out who this group is and how we can serve them best."

— Mark Schoeff Jr.

AGE:  
37

AGE:  
31

AGE:  
37

## 40 UNDER 40

THE POWER OF PERSONALITY

**AMONG THIS YEAR'S** class of 40 Under 40 winners, we had six "Victors," whose personality strengths include being respected; five "Maestros," characterized by our quiz as ambitious, focused and confident; and three "Guardians," who are sure-footed and genuine. Find out more about all our winners through their extended profiles, videos and fun facts — and take the test yourself to see your strengths — at [InvestmentNews.com/40](http://InvestmentNews.com/40). To join the conversation on Twitter, post your comments using #IN40.





# WILLIAM JARRY

## TALENT

### SENIOR WEALTH DIRECTOR, BNY MELLON WEALTH MANAGEMENT

**WILLIAM JARRY IS** the veteran of this year's 40 Under 40 class, and he sees himself as uniquely positioned as both part of the younger generation of financial advisers and a mentor to industry newcomers.

"I try to be a leader for the next generation of advisers," he said. "At my age, I have enough experience to be helpful to them, and I'm young enough to still be able to relate to them."

Mr. Jarry is a senior wealth director at BNY Mellon Wealth Management, where he has worked for the past four years, but he is in his 19th year in the financial services industry.

He credits his 12 years of experience in middle-market mergers and acquisitions with helping him to better understand the challenges facing small businesses.

"So many advisers say they're experts in M&A, but I've actually worked on over 100 deals," he said. "I learned a lot about financial advice by helping entrepreneurs and business owners transition through the process of learning to live off the portfolio instead of off the business."

Mr. Jarry is a founding board member of the Association of Merger & Acquisition Advisors in New England and a committee member for the Boston Estate Planning Council. As a board member and head of the development committee at Family Access of Newton, Mass., he is involved in building and growing its foundation and endowment.

He is also a member of the diversity council at BNY Mellon and has been a mentor to several junior professionals on the wealth management team.

— Jeff Benjamin

AGE:  
39



# TONY CHAN

## VICTOR

### FINANCIAL ADVISER, CROSSROADS PLANNING

**TONY CHAN** is the kind of person who might be difficult for most people to keep up with. That's not just because he works out twice a day, or because he's a 13-year veteran of the Army Reserves. It is more about the fact that he is driven to build his fledgling business.

After eight years in the financial advice industry, Mr. Chan launched his own firm, Crossroads Planning, in 2013.

He also does lots of pro bono financial advisory work for military families, which is where he is looking to expand the reach of his planning firm.

Mr. Chan, who is closing in the rank of captain, is considering resigning from the Army to dedicate more time to financial planning.

To help build his practice, Mr. Chan has learned to leverage tax planning as an avenue for new client relationships.

"The type of clients I get are tax savvy ... I use tax as more of a gateway to generate leads," he said.

— Jeff Benjamin

AGE:  
35

# ERIC ROBERGE

## TRENDSETTER

### FOUNDER, BEYOND YOUR HAMMOCK

**ERIC ROBERGE WAS** 33 years old when he started Beyond Your Hammock, an unorthodox company among financial planning circles that embraces millennial clientele.

Mr. Roberge operates his practice through a monthly subscription model that relies almost entirely on virtual interaction — 85% of his meetings are conducted online, through Google Hangouts and Skype. He doesn't maintain a formal office.

"I like the fact that there are no boundaries. Geography doesn't play a factor whatsoever," said Mr. Roberge, who works with clients in several states.

A Massachusetts native who graduated from Babson College with a degree in finance, Mr. Roberge initially wanted to be a trader, but changed gears upon realizing computers would likely take over on the floors of stock exchanges, he said.

Mr. Roberge currently serves on the board of the Financial Planning Association in Massachusetts as the NexGen director, organizing activities and events in the state for young financial planners. He was a founding member of the XY Planning Network in 2014, an organization of fee-only advisers focused on generation X and Y clients.

He also does pro bono work as a guest lecturer in the personal finance classes of some Boston-area colleges and universities, and has in the past worked with gang members in Dorchester, Mass., to try to teach principles of financial literacy.

— Greg Iacurci

AGE:  
36



# MICHELLE SMALENBERGER

## AUTHENTIC

### VICE PRESIDENT, KABAREC FINANCIAL ADVISORS

**MICHELLE SMALENBERGER** is on a quest to ensure young professionals pursue a path that leads to financial security.

She's created a young professionals program at Kabarec Financial Advisors to nurture clients early in their careers so they have the knowledge and guidance to make the right financial decisions over decades.

In addition to providing a valuable resource to clients, Ms. Smalenberger has helped her eight-person firm grow its assets under management to \$200 million, and today, as vice president, plays a vital role in developing and mentoring new hires.

Outside of her career, she volunteers in classrooms through Junior Achievement, teaching children as young as first grade about financial concepts and how those matter in their communities.

— Liz Skinner

AGE:  
34



# KASIA MARCZYK

## MAESTRO

### FOUNDER, ANCHOR WEALTH MANAGEMENT GROUP

**EMIGRATING FROM POLAND** to the United States when she was 19 and later studying education in college are key experiences that inform Kasia Marczyk's career as an adviser.

In addition to running her own practice, Anchor Wealth Management Group, in West Palm Beach, Fla., she works with the local and state chapters of the Financial Planning Association, focusing on emigres, education and diversity in the industry.

South Florida's immigrant population requires the help of planners who offer pro bono workshops, she said. "There are people coming here from Haiti and other countries, and they're not used to saving in a 401(k) plan or even knowing what one is."

Ms. Marczyk is on the FPA's national diversity committee. "I am passionate about the ... initiative," she said. "There are not a lot of women in the business ... and the industry is still not promoted as female-friendly."

— Bruce Kelly

AGE:  
38



**YUSUF ABUGIDEIRI**

**TALENT**

**FINANCIAL PLANNER,  
YESKE BUIE**

ONE OF YUSUF ABUGIDEIRI'S proudest achievements: Getting the financial planning residency at Yeske Buie off the ground.

**AGE:  
29**

The program helps people learn to be financial planners and fulfill their work requirements for the certified financial planner designation.

"We think of it in the same way as a medical resident," he said.

Mr. Abugideiri is pursuing a master's degree in economics at George Mason University, where he is co-chair of the alumni board, and works with the local Financial Planning Association chapter.

— John Waggoner



**JASON MCGARRAUGH**

**GUARDIAN**

**SENIOR FINANCIAL ADVISER,  
NEAL FINANCIAL GROUP**

WHILE ATTENDING Texas Tech University's graduate personal financial planning program, Jason McGarraugh helped the faculty create a financial counseling program to provide free financial education and basic planning services for university students, as well as faculty and staff. Today the Red to Black counseling center has more than 20 peer coaches and four permanent staff.

Mr. McGarraugh, now a senior financial adviser with Neal Financial Group in Houston, currently sits on the FPA Houston's NexGen committee, which is organizing its first career day.

— Liz Skinner

**AGE:  
38**



**MICHAEL MCDANIEL**

**BELOVED**

**CO-FOUNDER AND CHIEF INVESTMENT OFFICER, RISKALYZE**

WHEN MIKE MCDANIEL isn't working at a software company he co-founded that focuses on risk, he's raising cows and making his own wine.

Mr. McDaniel spends about 60 hours a week working as chief investment officer at Riskalyze, which he co-founded in 2011, and as an adviser at McDaniel Wealth Management, a firm he started in 2005.

He uses Riskalyze to reach and help

significantly more investors than the ones he meets with as clients.

"Instead of having an impact on 50 households, now it's hundreds of thousands of households," he said.

Mr. McDaniel thinks investing is broken for two reasons. First, investor psychology hurts investors — they may know what they're not supposed to do but they do it anyway.

Second, the industry is too complex, with convoluted fee structures and unlimited investment options.

"I sincerely believe that the investment industry needs disruption to better serve mom and pop investors," he said.

— Alessandra Malito

**AGE:  
38**

**TAWANDA, AGE 58**

- YEARS TO RETIREMENT: 7
- GOAL PROGRESS: [Progress bar]
- RISK TOLERANCE: [Gauge]
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## BRANDON AVERILL

### DIPLOMAT

#### PARTNER, ATHLETE WEALTH MANAGEMENT GROUP

**SOME OF BRANDON** Averill's clients are real pros, such as Toronto Blue Jays pitcher Aaron Sanchez (in photo). But many of them are like Mr. Averill, a former third baseman: destined to play a few years in the minors but never make the big leagues.

Regardless of whether his clients make the All-Star team or ride the bench, Mr. Averill works to ensure their money

AGE:  
34

plays well for the rest of their lives.

"Our whole mission is to help athletes make wise decisions about their wealth and change the culture of how they're using that wealth," said Mr. Averill, a partner at Athlete Wealth Management Group, which has about 120 clients.

Mr. Averill and his brother, Erik, who is his business partner and a former baseball player himself, build trust with clients by relating to them as former athletes.

"We understand the daily lifestyle, some of the pressures they face. It's somewhat of a fraternity," he said.

Mr. Averill has helped players buy homes and start businesses with their signing bonuses. He talks with clients frequently, a minimum of once every two weeks, often traveling to their games.

— Mark Schoeff Jr.



## AARON BAUER

### VICTOR

#### EXECUTIVE MANAGING DIRECTOR, ENVESTNET INC.

**AARON BAUER** has been with Investnet, which provides wealth management software to advisers, for about 14 years.

Now responsible for the "Advisor Suite," he has an influential role in the growth of the firm.

A chief area of focus is ensuring advisers have the software they need to comply with the Labor Department's new fiduciary regulation, he said.

"Being thoughtful, to talk about the impact of a decision across co-workers in various departments," these are essential to driving success, Mr. Bauer said. "That tangled web can be complicated at times."

— Christine Idzelis

AGE:  
38

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## RACHEL MORAN

### GUARDIAN

#### FINANCIAL PLANNER, RTD FINANCIAL ADVISORS

**RACHEL MORAN** is among the youngest people at RTD Financial Advisors, but that isn't stopping her from making her mark in the firm or industry.

Ms. Moran is the Financial Planning Association's NexGen president-elect (she will take over in January) and is a mentor to a younger planner in Colorado through a program she helped create along with fellow Virginia Tech alumni.

She joined RTD, a firm with 32 employees and \$1 billion under advisement, less than three years ago, and is embracing the new challenges of being a full financial planner, including bringing in new business.

— Jeff Benjamin

AGE:  
26



## EDDIE KRAMER

### EDITOR-IN-CHIEF

#### FINANCIAL ADVISER, ABACUS PLANNING GROUP

**EDDIE KRAMER OWES** much of his career as a financial adviser to his mentors, so it's only natural he seeks to serve as a mentor for young people who are entering the profession.

Mr. Kramer, head of business development at Abacus Planning Group, was turned on to financial planning by an older fraternity brother at Texas Tech University, who also helped him get his first internship at a financial planning firm.

Mr. Kramer also received a guiding hand from the head of the university's personal financial planning program, Vickie Hampton, who, along with her husband, took an active role in showing Mr. Kramer what it would take to be successful in the field.

**AGE: 33**  
"I owe so much to them for taking a small-town guy from Texas and teaching me how this profession works," he said.

So, as president of Texas Tech's personal financial planning alumni advisory board last year, Mr. Kramer helped push through a mentorship program, which pairs board members with undergrads for regular one-on-one sessions to discuss goals and provide direction to the aspiring planners. The program was the one mark he wanted to leave from his term as president, said Mr. Kramer, who now serves as board chairman.

Mr. Kramer, a father of two with a third on the way, has been a financial planner for 12 years. In a testament to his work ethic, Mr. Kramer earlier this year passed the last of three exams to become an enrolled agent for the IRS so he could hone his tax expertise, particularly for small-business owners.

Among this year's class, Mr. Kramer is the sole Editor-in-Chief personality archetype in the group, the key attributes of which include being skilled and productive.

Authenticity is one of his guiding principles, both personally and professionally.

"I like people who are a little bit weird, just because they're unique. They have their own personality," he said.

— Greg Iacurci



## DARIN SHEBESTA

### AVANT-GARDE

#### VICE PRESIDENT AND WEALTH ADVISER, JACKSON/ROSKELLEY WEALTH ADVISORS

**DARIN SHEBESTA GREW UP** wanting to be the next Frank Lloyd Wright. But after his first day of design class, he knew that wasn't the career path for him. "I realized I had zero interest and walked to the business school," he said.

Mr. Shebesta, now at Jackson/Roskelley Wealth Advisors, recently served as president of the Financial Planning Association of Greater Phoenix and is currently its chairman. He said it was exciting to bring together younger planners.

Mr. Shebesta also played a part in pairing the CFP Board with the University of Arizona. Starting in 2017, the school will have a bachelor's program and a minor in the industry for which he advocates.

— Alessandra Malito

**AGE: 32**



## FRANK M. DEVINCENTIS

### RINGLEADER

#### SVP, MORGAN STANLEY WEALTH MANAGEMENT

**THE MUSIC WORLD'S** loss is the financial advice industry's gain — except Frank DeVincentis still performs as an opera singer when he can.

**AGE: 36**  
He's also earning applause as senior vice president and financial adviser with The Chicago Group at Morgan Stanley Wealth Management in Chicago, where Mr. DeVincentis has discretion over \$250 million in assets.

"My team and I take financial planning and wealth planning incredibly seriously," he said.

Mr. DeVincentis and his colleagues designed an income strategy that BlackRock later invited him to speak about to its employees.

And on occasion his voice comes in handy at his alma mater, DePaul University, when he guest lectures for investment classes.

— John Waggoner



## KATE HOLMES

### ADVOCATE

#### FOUNDER, BELMORE FINANCIAL

**THE TRAVEL BUG** bit Kate Holmes on a school trip to Europe when she was 14. Today, that love of travel is at the heart of her career as a financial planner.

She will soon move her practice to Colombia and is intent on spreading the gospel of financial planning internationally.

**AGE: 32**  
When she lands in South America, Ms. Holmes will have a completely virtual practice and communicate with her clients electronically. "With the number of expats

abroad and technology making it easier to communicate, the world is getting smaller," she said. "I want to show what an awesome career a fee-only planner can be.

"And there's an opportunity to help get the [certified financial planner] program up and running there," Ms. Holmes said.

She has experience with planners overseas. She was in South Africa last year and met hundreds of planners. "They have the same issues there as we do here, like getting more women in the industry and increasing diversity. Most planners there are white," Ms. Holmes said.

After graduating from college in Australia, she worked for a small RIA in Seattle that specialized in 401(k) plans, which first sparked her interest in a career as a planner.

— Bruce Kelly



## GRANT MOORE

### GOOD CITIZEN

#### ADVISER, SAVANT CAPITAL MANAGEMENT

AT 18, GRANT MOORE convinced Savant Capital Management to hire him as its first intern ever. Now Mr. Moore oversees roughly what the firm had in total assets at the time.

AGE:  
31

He describes himself as a "hard worker" and has shown himself willing to go above and beyond for clients. One client had a family member diagnosed with terminal cancer, leading to questions about medical expenses and other planning concerns. "If you have someone who's important to you, than they're important to us," Mr. Moore told his client, and offered pro bono advice.

— Christine Idzelis



## WADE CURRY

### GUARDIAN

#### VICE PRESIDENT, KISH FINANCIAL SOLUTIONS

WADE CURRY HELPS many of his clients do a lot with just a little.

For 16 years, he has been an adviser in Lewistown, the central Pennsylvania town where he grew up. The median income is about \$19,000 a year —

AGE:  
38

not what most advisers would consider a fertile market for clients.

Mr. Curry focuses on making clients smarter about the financial decisions important to their future.

He manages about \$200 million in assets for 3,500 clients.

"We educate our clients about their wealth so they can take care of the people and causes they love," Mr. Curry said, quoting his mission statement.

— Liz Skinner



## JOE O'BOYLE

### GUARDIAN

#### PRINCIPAL, O'BOYLE WEALTH MANAGEMENT

JOE O'BOYLE'S PRACTICE is located center stage in the entertainment industry — on Wilshire Boulevard in Beverly Hills, west of Rodeo Drive.

O'Boyle Wealth Management has become one of the leading advisers to production company executives and lawyers and doctors who serve Hollywood by offering something that isn't often associated with show business: family values.

His firm has become popular in part because it assists its business-owner clients in smoothing out the boom-and-bust cycles inherent to the entertainment industry.

"Helping them through the down times is a function of the planning and investing we did during the good times," he said.

In another dimension of his professional life, Mr. O'Boyle is one of four advisers in Voya Financial Advisors' retirement-coach program. He writes columns for Money and U.S. News & World Report.

AGE:  
34

His message to young adults: Develop a written financial plan.

— Mark Schoeff Jr.

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## ALEXEY SOKOLIN

### MAESTRO

**CHIEF OPERATING OFFICER,  
VANARE**

**CHALLENGES ARE NOT** unfamiliar to Alexey Sokolin, and he has an innate ability to overcome them. As a 10-year-old, he moved with his family from Russia to the United States, where they lived on food stamps and welfare as he learned a new language. His desire to help clients of all ages and assets stems from his upbringing.

**AGE:**  
**32**

Mr. Sokolin, who also goes by Lex, is a young leader of new media, and his focus is technology

in financial services. His main message is simple: Technology is a tool, and it deeply benefits the traditional adviser's practice.

Technology only exists to make people better, he said. "That sometimes gets lost," Mr. Sokolin said. "I want to humanize it just a bit."

Mr. Sokolin, who has an MBA and a law degree, is chief operating officer at wealth management technology provider Vanare. He started as an investment management analyst at Lehman Brothers, where he saw colleagues and clients watch as their life savings were depleted. He wanted to find solutions, so in 2010, he created a business-to-business robo-adviser, NestEgg, that allowed advisers to automatically manage their clients' assets.

In 2014, Vanare acquired NestEgg, which has hatched more innovation and business development for Vanare, he said.

— *Alessandra Malito*

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## WILLIAM BISSETT

### PROVOCATEUR

**SENIOR FINANCIAL  
PLANNER, SECRET BLAKEY  
& ASSOCIATES**

**WILLIAM BISSETT HAS** found a spot where technology and financial planning meet in Charlotte, N.C.

Mr. Bissett founded Principled Heart, an online solution that organizes personal and financial data, particularly online data: passwords for financial and social media

accounts and other digital information that becomes incredibly important to family and friends when you pass away.

Principled Heart is now on the back burner, in part because of difficulty in attracting new customers. "I was running up the startup ramp, fell off of it, and was on my back staring at the sky," he said. "As I was laying there, someone in the Charlotte angel investment community who is a mentor for local startups picked me up and showed me how to help other entrepreneurs through my own experiences."

Now Mr. Bissett works as a mentor with Queen City FinTech, an incubator for startups, as well as Queen City Forward, aimed at social entrepreneurs. (As you may have guessed, Charlotte is Queen City.)

At the same time, he's refocusing on financial planning. He started the Charlotte NexGen chapter in 2014. And the part of financial planning he enjoys most is implementation. "I love co-creating a plan with the client and then developing strategies to defend their goals and strategically attack planning opportunities as they become available."

— *John Waggoner*