



Heather Bowman

Senior Business Analyst

Heather serves as the Senior Business Analyst on the Technology Team with 25 years of experience in the financial services industry. She specializes in Salesforce, CRM systems, data management, and reporting plays a pivotal role in supporting our sales and marketing departments.

Heather joined RiverFront in July of 2011 after starting her career at Raymond James Financial Services, Inc. in 1999 and holding various positions with Wells Fargo Advisors and First Clearing Correspondent Services. Throughout her time at RiverFront, Heather has worn many hats including executive assistant to the CEO and other Senior Leaders, managing facilities, planning events, budget planning, and new hire onboarding and training.

She earned a BS in Economics from McMicken College of Arts and Sciences, University of Cincinnati.

Heather has had the unique opportunity to live in six different states, but has found a love for Virginia's beaches and golf courses. When she's not on the course or at the beach, Heather enjoys spending time with her family and dogs.

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COMMUNITY INVOLVEMENT

- ToolBank of Richmond
- Child Savers
- Shalom Farms
- PGA Senior Tour

“RiverFront allows and encourages us to volunteer time off during office hours. It’s been a joy to have experiences with some of the charities like ToolBank, Child Savers, and Shalom Farms. And representing RiverFront during sponsorships for the PGA Senior Tour.”