



Karrie Southall CIPM

Chief Operating Officer

Karrie serves as Chief Operating Officer, bringing over 24 years of experience to her role directing the portfolio administration, trading, compliance, human resources, and finance functions of the firm. In addition, she serves on the firm's Board of Directors and Leadership Team.

Karrie has been with RiverFront since the company's founding in 2008. She began her career at Wachovia Securities in 1999 as a Financial Advisor for a six-member Wealth Management team. Karrie began working with the Wachovia Securities Advisory Service Group – Compass Advisory Portfolios in 2004, where her primary role was marketing of the portfolios and disseminating market information to Advisors.

Karrie previously served as the Co-Head of Treasurer/ Finance & Operations for Women in ETFs (WE), a nonprofit organization that seeks to create opportunities for professional advancement by expanding connections among women in the ETF industry. She currently serves on the board of several local non-profit organizations – Connor's Heroes, Children's Home Society of Virginia and the Richmond Regional Board for the College Foundation of the University of Virginia. Karrie also serves on the Board of Directors for GAMMA Investing, a Custom Indexing Investment Advisor, in which RiverFront is a minority owner.

Karrie earned a BA in Economics and Spanish from the University of Virginia, as well as an MBA from the University of Richmond. She also holds the Certificate in Investment Performance Measurement™ (CIPM®) designation from the CFA Institute.

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COMMUNITY INVOLVEMENT

- Connor's Heroes
- Children's Home Society of VA
- ToolBank of Richmond
- Shalom Farms
- FeedMore
- Inclusive Racing Team
- Cameron K. Gallagher Foundation

“Relationships with our communities is one of the three pillars of the RiverFront culture. I love to get involved with the annual charitable giving partner that RiverFront selects each year. It is important to me that RiverFront not just provide a monetary donation, but also volunteer hours to our annual charitable giving partner each year.”