



Will Wall CIPM

Manager of Trading and Operations

Will manages RiverFront's trading and portfolio administration team, bringing over 15 years of investment experience to this role. He also serves on the firm's LIFE Steering Group.

Will joined RiverFront in April of 2011 serving in various capacities on the trading team, most recently as the firm's Head Trader, where he oversaw the execution of investment model changes while providing market color on a real time basis. He began his career in the financial services industry at The Jackson State Bank and Trust. Prior to joining RiverFront, he served as an Operations Specialist with Wachovia Securities, supporting the firm's trading operations, and worked with Wells Fargo Advisors as an analyst in the Anti-Money Laundering Unit.

Will earned a BS in Business Administration and Finance from The University of Alabama. He also holds the Certificate in Investment Performance Measurement™ (CIPM®) designation from the CFA Institute in addition to FINRA Series 7 and 65 licenses.

Will is an avid skier and outdoorsman, and while living in Jackson Hole, he conquered the internationally acclaimed Corbet's Couloir, dubbed by expert skiers around the world as "America's scariest ski slope".

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COMMUNITY INVOLVEMENT

"RiverFront allows me to really *pursue and support* the organizations that I am most passionate about in the community."