



Marc Cheatham

Chief Technology & Innovation Officer

Marc serves as Chief Technology & Innovation Officer, bringing over 25 years of experience in the technology and analytical support arena, and a history of innovation in creating cutting edge trading and portfolio management tools. In addition, he serves on the firm's Operating Committee.

Prior to launching RiverFront, Marc was the Director of Analytical Support at Wachovia Securities, where he was responsible for the research and development of analytical software and tools for the firm. Marc led an extremely talented team that worked directly with the Chief Investment Officer to produce cutting edge tools for the advice team and oversaw the migration of those tools to the Financial Advisor's desktop. This work became the core for all the brokerage firm's systems.

Marc earned a BS in Computer Science with minors in Physics and Economics from University of Richmond.

After realizing his last name doomed any aspirations he may have had as a lawyer or portfolio manager, Marc pursued his "inner geek" by studying computer science and economics. In addition to speaking "fluent binary," he spends his free time "enhancing" his kids' school projects, cooking copious amounts of meat in his Big Green Egg smoker, working out, and listening to trop rock music.

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COMMUNITY INVOLVEMENT

"RiverFront's monthly community service hours have allowed me to *work with my kid's schools* through various activities, many of which involve me cooking, a passion of mine."