



Sierra Jones

Regional Director, Southwest

Sierra serves as Regional Director for the Southwest Region. Prior to joining RiverFront in November of 2019, Sierra served as a Business Development Associate for Northern Trust, focusing on growing the FlexShares ETF business and enhancing and growing advisor relationships in the Southwest Region. Sierra also worked as a Client Specialist for a Private Wealth Management team at Robert W. Baird in Phoenix, AZ. While there, she was responsible for managing client relationships, servicing client accounts, and coordinating marketing and communications efforts on behalf of her team.

Sierra earned a B.A. in Journalism & Media with a Minor in Business Administration from Doane College, a liberal arts institution in Nebraska.

In her free time, Sierra serves Girls on the Run of Maricopa & Pinal Counties on the Pace Team, which helps spread advocacy for the program and coordinates the annual 5K and Limitless Potential Brunch events. She enjoys staying active by running, golfing, and enjoying the incredible hiking the state of Arizona has to offer. Sierra can also be found most fall Saturdays cheering on her home state via the Nebraska Cornhusker football team.

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COMMUNITY INVOLVEMENT

"I appreciate RiverFront's acceptance and support of various organizations that are important to each associate. Even though I don't live in Richmond like most RiverFront's associates, I still have the opportunity to make an impact at a local level and *RiverFront gives me support to do that.*"