



Jim Martin CIMA®

Senior Regional Director, Mid-Atlantic

Jim serves as the Senior Regional Director for the Mid-Atlantic region, bringing nearly 30 year of experience in the financial services industry.

Jim has served as a mentor, coach, and friend throughout his career, working with financial advisors, branch managers, and complex managers to forge lasting relationships.

Jim began serving as a Regional Sales Manager beginning in 1996 with Mentor Investment Group in Chicago, moving to Lord Abbett in Phoenix, then to Evergreen Funds in Charlotte. Prior to joining RiverFront, Jim spent the last decade plus with Eagle Asset Management where he helped grow assets dramatically at several large brokerage platforms, servicing Financial Advisors in all channels.

Jim holds a BA from Georgia State University and an MBA from The Terry School of Business at the University of Georgia. He holds the Certified Investment Management Analyst (CIMA®) certification.

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COMMUNITY INVOLVEMENT

- Carmel Christin School
- Habitat for Humanity
- Charlotte Rescue Mission
- Feed the Children

"Through RiverFront's generous matching program, I am *able to give more to my community*, like Carmel Christian School. Traveling for a living makes time a challenge, so I am a regular contributor to many charities, i.e. Habitat for Humanity, Charlotte Rescue Mission, and Feed The Children"