



Bradford Wear CDFA, CFS

Western Regional President | National Sales Manager

Bradford serves as the Western Regional President and National Sales Manager, bringing over two decades of experience in the financial services industry. He also serves on the firm's Operating Committee

Prior to joining RiverFront, Brad served as a Vice President and Financial Advisor for Morgan Stanley, working with a large team of advisors in the Pacific Northwest. Brad's primary focus was assisting the team in moving from a transactional practice to consulting. Previously, Brad was the President and CEO of Umpqua Investments, a regional broker/dealer with offices from Seattle to San Francisco. At the firm, Brad was able to lead the advisors in business building activities and worked closely with FINRA on an ever-changing regulatory environment.

Brad earned a BS in Criminal Justice from San Jose State University. He also holds the Certified Divorce Financial Analyst (CDFA) designation and the Certified Fund Specialist (CFS) designation. In 2006, he was a Top 40 under 40 award recipient from the Portland Business Journal.

Brad and his wife Suzi have 4 children together. When not spending time with them, Brad can be seen on the Rugby pitch where he played collegiately for four years and continues to play today. A three-time National Champion and 2016 Over 40 USA M.V.P., Brad was selected in 2011 by Team USA to represent our country at the FIT Rugby World Cup held in Edinburgh, Scotland.

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COMMUNITY INVOLVEMENT

“I lost a family member to suicide. My community involvement passion is serving the American Foundation for Suicide Prevention. RiverFront supports my time spent with the group and matches financial donations that my family makes to the organization.”