



Brad Williams

Regional Director, Mid-America

Brad is the Regional Director for the Mid-America Region. He joined RiverFront in April 2016 as a Regional Sales Consultant for the Mid-Atlantic Region, working internally to provide sales and marketing support to financial advisors in the region. In 2018, Brad became a Regional Director covering BB&T Scott & Stringfellow and BB&T Investments in the Mid-Atlantic.

Prior to joining RiverFront, Brad worked as a Financial Advisor for Wells Fargo Advisors in Charlotte, North Carolina and in Charleston, South Carolina, as a Sales Representative for a wine distributor.

Brad graduated from Hampden-Sydney College with a BA in History and minor in Rhetoric in May 2012. During the summer of 2011, Brad interned as a research assistant at a small brokerage firm in Manhattan. Brad credits this internship and his father's 35 years of industry experience as his driving forces for joining the financial sector.

Brad grew up in Richmond and attended the Collegiate School, right down the road from RiverFront. Brad enjoys being outside whenever possible; one summer he spent two weeks backpacking and fly fishing in the Wind River Range in Wyoming. When not on vacation you can find him playing golf or tennis with friends and family.

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