Robert Goff
Vice President
Raymond James
Succession and Acquisition Consulting

BIO

In July 2016, the firm consolidated the firm's multiple Succession Planning teams under Rob's single leadership in anticipation of the expected increase in advisor retirements and practice consolidation. The department restructuring was completed to improve sharing best practices, to increase process efficiencies, and to maximize tools and resources for potential advisor successors across affiliation options.

Rob joined Raymond James in 1996 in the Operations and Client Services department where he went on to manage multiple departments, including Client Services, Transition Management, investor access Support, and the Employee Trading and Services Desk.

In 2004, Rob joined the Private Client Group for Raymond James & Associates and served as the Division Administrative Manager and Vice President for the firm's largest division at that time.

Rob was subsequently promoted to Vice President of RJA PCG RetirementChoice and Practice Planning. Prior to the consolidation, he oversaw the employee channel's unique retirement planning program that provides consultation and processing services to aid Financial Advisors as they prepare to implement their business succession plans.

Rob earned his Bachelor of Arts degree from Carleton University in Ottawa, Canada and his Masters of Business Administration, with a concentration in International Business, from the University of Miami, where he received the award of academic merit.

Rob also served as a mentor for many years with the USF School of Business Corporate Mentor Program for under-represented students and served for many years on the Board of Directors for the Tampa Bay chapter of JDRF. He also coaches minor hockey in his free time.

Originally from Canada, Rob has lived in Tampa, Florida for more than 20 years and is married with two children.