



## Matt Ransom

Vice President, New FA Development, PCG Education & Practice Management, Raymond James

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By now, you have certainly heard of the coming “silver tsunami” in the financial services industry as the average age of financial advisors continues to rise. In August 2014, Matt was promoted to head the Raymond James New Advisor Training Program (Advisor Mastery Program) to increase the number of new advisors joining Raymond James. Under the leadership of David Patchen, head of PCG Education, Matt and his team are on track to almost triple number of advisors Raymond James puts through the program annually.

Previously, he served as an Assistant Regional Director for the Midwest Division of Raymond James Financial Services. In that role, Matt was partially responsible for 324 advisors with over \$28 billion in assets under administration. He also served as an advocate and consultant for branch managers looking to take their business to the next level. Through group interactions and individual consulting, Matt worked with advisors in key areas such as business management, growth, and risk management. Matt joined Raymond James in 2003 through a program (the OPTIONS program) designed to give top-performing graduates experience in a range of business areas while working closely with Raymond James senior management. After that experience, Matt became one of the original architects of how we deliver Practice Management at the firm. Throughout his tenure, Matt has gained unique insight into the opportunities and challenges facing financial advisors. Having worked with and on behalf of advisors for the past 15 years in both a supervisory and practice management capacity, Matt enjoys helping them take advantage of the significant opportunities available to this noble profession.