



## KARRIE SOUTHALL, CIPM

CHIEF OPERATING OFFICER



Karrie serves as Chief Operating Officer, bringing over 20 years of experience to her role directing the portfolio administration, trading, compliance, human resources, finance and IT functions of the firm. In addition, she serves on the firm's Board of Directors, Executive Committee, and leads the Operating Committee.

Karrie has been with RiverFront since the company's founding in 2008. She began her career at Wachovia Securities in 1999 as a Financial Advisor for a six-member Wealth Management team. Karrie began working with the Wachovia Advisory Service Group - Compass Advisory Portfolios in 2004, where her primary role was marketing of the portfolios and disseminating market information to Advisors.

Karrie previously served as the Co-Head of Treasurer/ Finance & Operations for Women in ETFs (WE), a nonprofit organization that seeks to create opportunities for professional advancement by expanding connections among women in the ETF industry.

Karrie earned a BA in Economics and Spanish from the University of Virginia, as well as an MBA from the University of Richmond. She also holds the Certificate in Investment Performance Measurement™ (CIPM®) designation from the CFA Institute.

Karrie's endurance and quickness are apparent both in and out of the office, as she spends a great deal of time focused on one of her true strengths - her competitive spirit. Karrie enjoys participating in 5ks, 10ks and half marathons and has convinced her husband, son and daughter to join in on the fun.