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## RiverFront Investment Group Hires Seasoned Industry Professional as President, RiverShares Division to Oversee ETF Business

RICHMOND, VA, June 29, 2021 – RiverFront Investment Group, a global asset manager and Exchange Traded Funds (ETF) strategist headquartered in Richmond, VA, recently hired Bobby Brooks as President, RiverShares Division to lead its RiverShares ETF offerings.

With the hire of Brooks, RiverFront is focused on leveraging the ETF ecosystem to expose existing and new clients to RiverFront competencies and deliver new RiverFront capabilities for both passive and active portfolio managers. RiverFront provides core managed ETF solutions for financial advisors and independent RIAs to use in constructing suitable, risk-managed client solution.

“We believe Bobby is the right leader to drive our future growth in the ETF business. His experience, knowledge, and connections across the industry will make us better in everything we do,” said Pete Quinn, RiverFront President and CEO. “I have known and respected Bobby for many years and could not be more excited to welcome him to our team.”

With over twenty-five years of industry experience, Brooks helped State Street launch its ETF sales unit, and led distribution at PowerShares which tripled firm assets during his tenure. Most recently he served as a senior executive at DWS. Brooks will be based in Boston, MA. “I have followed Riverfront Investment Group since the firm’s inception back in 2008,” said Brooks. “The passion that everyone at RIG has for Advisors and their clients is infectious. I am excited to be a part of the next chapter in the firm’s history.”

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