RFG ADVISORY

Shannon Spotswood, President

Shannon Spotswood is a 25-year industry veteran in financial services with an outstanding reputation built on leadership roles in professional management, investment banking, hedge fund management, and business development. At RFG Advisory, Shannon oversees all aspects of RFG 2.0, a fully integrated platform designed for independent financial advisors and the implementation of strategic initiatives contributing to advisor success. Joining RFG Advisory in 2015, Shannon recognized the opportunity to combine her entrepreneurial experience with her passion to build an innovative, advisor-focused RIA of the future.

RECOGNIZED FOR BOLD LEADERSHIP IN THE WEALTH MANAGEMENT INDUSTRY
Under Shannon's leadership, RFG Advisory was named Best Places to Work for Financial Advisors in 2021 and 2022, and a Finalist for the *InvestmentNews* Innovation Awards 2021 and WealthManagement.com Non Custodial RIA Support Platform in 2020 and 2021. In 2021, RFG Advisory also received two ThinkAdvisor LUMINARY Awards in Thought-Leadership and Education. Financial Times named RFG Advisory a Top 300 RIA out of 13,000 firms in 2020. Shannon was named 2020 Women to Watch Honoree by InvestmentNews and received industry-wide recognition for StrongHer Money, a turn-key education and advisor referral platform focused on empowering women to live financially fearless. She was also a Finalist for Advocate of the Year by Women in Assest Management in 2021.

In an industry marked by accelerated change and disruption, Shannon is a standout. She is a frequent speaker at conferences, podcasts, and industry events on strategic execution, operational excellence, technology, and best practices on leading, recruiting, and mentoring next-gen talent and financial Advisors. Shannon is also the host of RFG's War Room Huddle Podcast, the Masterclass for Advisors learning series and co-host of the award-winning Become a Warrior Advisor Podcast. She also has experience talking about start-ups, having built a luxury children's clothing brand Busy Bees from the ground floor up. With her partner, Busy Bees grew from a trunk-show business based in a garage to a successful brand featured in Vogue and carried in more than 150 stores and online.

Shannon's career is characterized by a blend of leadership, vision, and grit. Before joining RFG Advisory, Spotswood served 20 years in San Francisco, working as an Investment Banker, Hedge Fund Portfolio Manager, and Entrepreneur. For 10 years Shannon worked at Symphony Asset Management, an $18 billion hedge fund acquired by Nuveen Investments in 2001 where she spent six years as the Portfolio Manager of a long-short equity hedge fund. Before that, she worked as a Research Analyst/Trader at EGM Capital and an Investment Banking Analyst and Associate in M&A at Volpe, Brown Whelan & Co, a technology-focused investment bank.

Shannon earned a Bachelor of Arts in Economics and Political Science from the University of Arizona. She currently serves as the Chairman for the Birmingham Education Foundation and serves on the Advisory Board of Alabama Futures Fund, an early-stage VC fund. She enjoys spending time with her three teenagers and husband, entertaining, outdoor sports, and daily rides on her Peloton.

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