FOR IMMEDIATE RELEASE

Parcion Private Wealth welcomes Brendan Sullivan as Chief Operating Officer

SEATTLE, Oct. 29, 2021 – Parcion Private Wealth, a Seattle-area wealth management firm focused on helping business owners and entrepreneurs optimize wealth events, recently welcomed Brendan Sullivan to the team as chief operating officer.

Sullivan joins the two-year old firm and will preside over the daily management of a rapidly growing firm's business operations. With more than 15 years in the finance industry, and the majority of that spent with independently owned advisor businesses, Sullivan's significant experience will be an important asset to the firm as it continues to grow.

"It is operational efficiencies which allow Parcion to provide the level of customized service we have become known for, said Terry Cook, CFP®, CIMA®, Parcion managing principal. "Brendan's extensive experience and thoughtful approach to building a world class team centered around the needs of business owners is an excellent representation of how each of our team members contributes to individualized, thoughtful and impactful strategies."

Parcion Private Wealth has grown significantly since the firm's founding with approximately $1.9 billion of assets under management.

"As more entrepreneurs and business owners come to Parcion to help maximize wealth events – the sale of a business for example – we continue to strive in delivering world class service to each of the families we serve," Cook said. "Brendan's steady hand in the COO role will help us do that, managing our day-to-day operations so our team can focus on serving our clients' interests."

Prior to joining Parcion, Sullivan spent several years at HighTower Advisors and Charles Schwab Institutional. Most recently, he served as the chief operating officer at Sound Legacy Wealth Advisors. He has worked with a range of companies, including national firms with over $70 billion in Assets Under Management (AUM) supporting more than 200 advisors, as well as boutique capital market firms serving ultra-high-net-worth clients.

"As COO for Parcion Private Wealth, it's my passion to support and lead the firm and the vision of its founder," Sullivan said. "I expect my experience with independently owned advisory firms and discipline towards operational excellence will make a significant impact for Terry, the Parcion team, and clients."

Sullivan's personal interests include a passion for fly fishing and all things outdoors, as well as spending quality time with his wife and their three active and energetic sons.

To learn more about Brendan Sullivan and the rest of Parcion's team, visit www.parcionpw.com.

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About Parcion Private Wealth
Parcion Private Wealth is an independent multi-family office that partners with entrepreneurs, business owners and their families to optimize wealth events and beyond through smart planning, strong advocacy and prudent investment management. With headquarters in the Seattle area, Parcion's experienced team helps clients preserve the legacy they've built to support their families and communities. Learn more at www.parcionpw.com.

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