



ASPIRIANT

## Aspiriant Promotes Cammie Doder as Chief Marketing Officer

**San Francisco, CA** – Aspiriant, an independent wealth management firm, is pleased to announce the promotion of Cammie Doder to Chief Marketing Officer.

Upon joining the firm in 2005, Cammie worked to create the Aspiriant website, which sets the firm apart and distinguishes the brand. In an effort to support the firm's organic growth, Cammie developed the digital channel for lead generation in 2019, which produced over 200 Marketing Qualified Leads during Q4 of 2020 alone. More recently, Cammie worked with her colleague, Sandi Bragar, to create the Money Tale\$ podcast, aimed to help make money not a taboo topic by demystify money and demonstrate what it's like to speak openly about personal financial matters. In addition to leading a team of talented marketing professionals, Cammie has planned and executed firmwide retreats, which are a key component to supporting company culture. Prior to joining Aspiriant, Cammie was VP of Fundraising & Investor Relations at RS Investments.

In her new role, Cammie will continue to implement strategies as a marketing expert and create and develop new business initiatives. She has been an integral part of humanizing the brand while helping potential clients find Aspiriant and make informed decisions about their finances and choosing the best firm for their needs. In addition to being a member of the National Leadership Team, Cammie is now an active member of the Executive Committee.

"Cammie has worked to ensure Aspiriant's visibility within the wealth management industry, reassuring prospective clients that our firm can help them achieve their financial goals," says Aspiriant CEO, Rob Francais. "Her experience with strategic planning, digital platforms and brand design, and development of new business initiatives make her well equipped for this promotion, and we look forward to her continued success as Chief Marketing Officer."

"I'm grateful for the opportunity to continue growing within a firm that remains client-needs-first. It's exciting to watch Aspiriant grow and help drive the process through developing relationships with both clients and fold-in partners," says Doder. "I look forward to continuing to help our future clients find Aspiriant, build trust with the brand, and help them achieve their goals."

### **About Aspiriant**

Aspiriant is a leading independent wealth management firm in the U.S. with more than \$14 billion of assets under management and advisement. The firm provides a full range of wealth management services for over 1,700 individuals, families and institutions throughout the country with offices in Los Angeles, San Francisco, Silicon Valley, San Diego, Orange County, New York, Boston, Minneapolis, Milwaukee, Cincinnati and Austin. For more information, visit [www.aspiriant.com](http://www.aspiriant.com).