

# Advisor Group Expands Executive Leadership Team

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Advisor Group, a network of independent wealth management firms, has appointed Lori Love to the newly-created role of chief customer experience officer, reporting directly to Advisor Group president and CEO Jamie Price.

“We created the new position of chief customer experience officer because our advisors are our customers, and customers want more than just platforms and services – They want an amazing experience,” said Price. “We hired Lori Love for this role because she shares our vision for a customer experience-driven strategy. Our goal is to deliver an advisor service experience that is inspired by how top global consumer brands engage with their customers.”

Previously, Love served in a number of senior customer engagement and experience roles with companies such as Disney Interactive, Evolve Media, Internet Brands Inc., Yahoo/Overture Services, and Wells Fargo Bank. Most



recently, she served as vice president of operations - health at Internet Brands Inc.

“I believe there is a remarkable opportunity to replicate the best practices other industries have painstakingly developed over the years, while adapting and augmenting them for the independent wealth management space,” said Love.

Advisor Group’s network includes FSC Securities Corporation, Royal Alliance Associates, SagePoint Financial and Woodbury Financial, and serves more than 7,000 advisors that oversee more than \$250 billion in client assets.

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