

Cetera Hires Former LPL Exec as a Community Financial Institution Director

Cetera, a network of independent broker-dealer firms, has hired Brian Neyland as an independent program manager servicing banks, credit unions and independent advisors in Texas, Oklahoma and New Mexico, and independent advisors in New York.

The company said that one of Neyland's key objectives is to consult with financial institutions in helping them grow and expand their wealth management programs. The investment management programs and advisors he will oversee collectively manage more than \$3 billion in assets under administration.

Neyland joins from LPL Financial, where he was a business consultant and program manager in a multi-state territory, consulting and overseeing financial institutions and independent advisor offices with nearly 100 advisors and \$3 billion in AUA.

"We're excited to welcome Brian Neyland, who has built an exceptional track record in attracting bank and credit union wealth management programs of all sizes to platforms like ours, while partnering closely with program managers and advisors to achieve successful growth of their businesses," said LeAnn Rummel, president of Cetera Investment Services.

Cetera is the second-largest independent financial advisor network in the nation by number of advisors, as well as a leading provider of retail services to the investment programs of banks and credit unions. Its network includes Cetera Advisors, Cetera Advisor Networks, Cetera Investment Services (marketed as Cetera Financial Institutions), Cetera Financial Specialists, First Allied Securities and Summit Brokerage

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