Larry Roth Launches New Consulting Firm, Partners with Berkshire Global Advisors

Financial services industry veteran Larry Roth has launched RLR Strategic Partners, a growth consultancy focused on the retail wealth management and asset management spaces. In addition, RLR has partnered with investment bank Berkshire Global Advisors to provide mergers and acquisitions advisory solutions for its clients.

According to the company, RLR works in collaboration with the executive leadership teams, boards of directors, and advisory boards of wealth management businesses across the country in setting growth goals, and then developing and implementing strategies to reach those goals. As part of its strategy offerings, the company provides governance to publicly-traded and closely-held firms seeking to build out or enhance their boards of directors.

"The work that we are doing at RLR is ultimately all geared towards helping the wealth management space create significant new value by serving the crucial role it is meant to play in our society," said Roth. "At its best, the wealth management industry connects Main Street and Wall Street, supports the achievement of long-term financial goals for people across the net worth spectrum, and drives better life outcomes for both the well-to-do, as well as those with more modest means."

Prior to establishing RLR Strategic Partners, Roth served as CEO of AIG Advisor Group, as well as CEO of Cetera Financial Group, two of the largest independent financial advice firms in the industry.

Roth was at the helm during the pre-planned bankruptcy of Cetera's former parent company, RCS Capital Corp in 2016. Cetera later reemerged as an independent, privately held organization with no ties to RCAP's founder and former chairman Nicholas Schorsch.

A CPA and licensed attorney, Roth received his juris doctor from the University of Detroit's School of Law and a bachelor's degree from Michigan State University. He also graduated from the owner/president management program at Harvard University's Graduate School of Business Administration. He holds FINRA Series 7, 24, 63 and 79 registrations.

Roth was recently appointed to the board of New York-based investment boutique Oppenheimer & Co. Inc.

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