

# Sowell Management Continues Expansion, Hires Krier As Managing Director Of Business Development

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Sowell Management is expanding its business development team, hiring a new managing director of business development.

Amber Krier has been named to the new managing director role, where she will oversee the firm's growth opportunities. In addition, Krier will be responsible for heading up Sowell Management's comprehensive relationship management and identifying the best solutions to serve the firm's advisors.

Krier, from Fort Worth, Texas, most recently served as an executive at TD Ameritrade.

According to Sowell Management CEO Bill Sowell, Krier's hiring is a key element in the firm's expansion. "Our plan is to continue on this trajectory into 2021 and beyond. Sowell is positioned to achieve significant growth and become an even bigger leader in the industry, and Amber will be an integral part of executing our strategy for additional success," he said in a statement.

"After supporting RIAs on the TD Ameritrade institutional platform for eight years, Amber knows what truly drives relationships. Building and maintaining solid relationships is at the core of Sowell Management, which is why she is an ideal fit for this position at our firm."

Krier already has an established relationship with Sowell Management, having worked with the firm and other RIAs as TD Ameritrade's vice president of strategic relationships for institutional sales. According to a company news release, Krier first met Sowell four years ago.

"I remember Bill wrapping up our first meeting by asking, 'Amber, how can we help you?' If you know Bill, that won't surprise you, but it caught me off guard since it was my job to support their firm. That's the spirit I have come to admire about the Sowell team. Bill is wired to do right by others, and that is the kind of servant-minded organization I wanted to join," she said.





