



DYNAMIC DUOS 2022: CINDY AND BILL SOWELL

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Bill Sowell and his wife, Cindy, have worked side-by-side for more than 20 years. The duo has made Sowell Management one of the most successful and trusted advisory firms nationwide. It was recognized in 2020 by Barron's as a Top 100 RIA.

Bill began his career in the financial services industry in 1990 and quickly became a top producer. In 1995, he became an industry pioneer when starting a fee-only, customer first practice now known as Sowell Management. Today, the company serves a broad spectrum of top Independent Advisor Representatives (IARs), and Registered Investment Advisory firms (RIAs) across the United States. He started this journey to create a pathway of independence for financial advisors and to become the advisor to advisors. And he did it with his wife Cindy by his side.

Prior to joining her husband at Sowell Management, Cindy worked around the globe as a corporate meeting planner. Her penchant for creating connections with companies and inspiring colleagues across the world, as well as her extensive knowledge of all things travel, guides her as she envisions and coordinates the firm's corporate meetings, conferences and special events. Cindy's favorite part of her role is building lasting relationships within and beyond the Sowell Management team.

Bill, who serves as CEO of Sowell Management, and Cindy, who is executive vice president, are bridge builders who together are passionate about empowering the Sowell team and helping their advisor partners gain independence for a prosperous future.

"We found our purpose as a team by helping other financial advisors become independent and supporting them to unlock their potential," said Bill. "Cindy and I have shared so many special relationships over the past 20 years and have formed lasting trust and friendships with our clients. Working together has been the best of all worlds."

"I live by the belief that adversity creates opportunity. And that relationships matter."

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