



## **Henry "Hank" G. Moore, IV**

Vice President, Family Office Advisor

Hank serves as the relationship manager for several client families. In this role, he works to empower his clients to identify their goals and objectives on topics ranging from wealth creation and wealth transfer, to family communication and decision making. Through comprehensive financial planning, he helps his client families navigate investment strategies, risk solutions, tax mitigation, family dynamics, and charitable planning.

Hank joined the Family Office team in 2017. Prior to this, he worked as Retail Marketing Manager with the Orvis Company, where he was responsible for the retail channel marketing program across more than 70 brick and mortar locations.

Hank earned his MBA from the University of North Carolina at Chapel Hill, with a concentration in Capital Markets and Investments, and he received his BS in Business Administration from the University of Richmond. Professional and a Certified Trust and Fiduciary Advisor (CTFA).

Hank is also active in the local community, serving as a Board Member, Secretary, and Treasurer for Standing Boy Inc. and previously served on the Board of Directors for Trees Columbus.

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