Robert L. Persons

Senior Family Office Advisor

As a Senior Relationship Manager for The Family Office at Synovus, Robert provides financial, estate, and investment advice for clients, including guidance on matters of family governance. He is part of an integrated team committed to understanding a family's unique goals and developing a comprehensive plan to help achieve those goals. In addition, Robert serves on the firm's Investment Committee, Asset Allocation Committee, as well as the Investment Review and Administrative Review Committees.

Robert has more than 15 years of experience in the financial services industry. Prior to joining Synovus in 2007, he was a Financial Advisor for Merrill Lynch.

Robert received a B.B.A. in Finance from the University of Georgia Terry College of Business. He is a Certified Financial Planner™ (CFP®) and Certified Trust and Financial Advisor (CTFA), and additionally has Series 7 and 66 Securities licenses through Synovus Securities, Inc.

He serves as Board Member for Twin Cedars Youth and Family Services, Inc., and is a member of the Financial Planning Association (FPA) and the American Bankers Association.

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