The Family Office at Synovus

Robert L. Persons

Senior Vice President, Director, Advisory Services

As the Director of Advisory Services for The Family Office at Synovus, Rob is responsible for leading the firm's multi-family advisory services. In this role, Rob manages the Family Office Advisors located in the Nashville, Montgomery, and Columbus offices, as well as is responsible for leadership oversight, development, and training for the firm's client service associates.

A senior executive in The Family Office at Synovus, Rob is committed to implementing best practices that drive business growth while ensuring client families receive exceptional services in support of their family goals. With more than 19 years of experience in the financial services industry, Rob serves on the firm's Investment Committee, Asset Allocation Committee, and Investment Review and Administrative Review Committees.

Prior to joining Synovus in 2007, he was a Financial Advisor for Merrill Lynch. Rob received a B.B.A. in Finance from the University of Georgia Terry College of Business. He is a Certified Financial Planner™ (CFP®), a Certified Trust and Fiduciary Advisor (CTFA), and has Series 7 and 66 Securities licenses through Synovus Securities, Inc.

Rob was recognized by the Family Wealth Alliance as a 2020 Young Professional Award Winner, honoring the top 25 under 40 shaping the family wealth industry. He serves as Treasurer on the Twin Cedars Youth and Family Services, Inc. Board, and is a member of the Financial Planning Association (FPA) and the American Bankers Association.

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