

## Mercer Advisors Names Loren Pierson as Firm President

SANTA BARBARA, CALIFORNIA, July 21, 2015 – Loren Pierson, CFP<sup>®</sup>, MBA, becomes the third person in the RIA firm's 30-year history to hold the key leadership position of President. According to Dave Barton, Chief Executive Officer of Mercer Advisors Inc., "Loren will report directly to me, and is responsible for the execution of key elements of our business strategy and helping to guide and managing our organization through swift, effective, and profitable change."

Barton recounts Pierson's advancement through the firm: "He joined Mercer Advisors in 2005 as a Financial Advisor. During his 10-year tenure at our firm, Loren has consistently demonstrated an ability and willingness to bear significant and increasing responsibility, accountability, and authority within our growing organization. His promotion to President is well deserved and benefits both our clients and our firm."

### **About Mercer Advisors**

Established in 1985, Mercer Advisors Inc. is a total wealth management firm that provides fee-only comprehensive investment management, financial planning, family office services, retirement benefits and distribution planning, estate planning, and tax management services to affluent individuals and entities. Mercer Advisors is the parent company of Mercer Global Advisors, one of the largest Registered Investment Advisors and financial planning firms in the U.S. with over \$6 billion in assets under management and more than 4,600 clients. Headquartered in Santa Barbara, California, Mercer Advisors is privately held, has over 140 employees, and operates nationally with 15 branch offices across the country. For more information about Mercer Advisors, visit [www.merceradvisors.com](http://www.merceradvisors.com).

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