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Rob Morrison to Provide Insight about Client Experience and Business *Joins finance industry panel of experts on May 6*

MADISON, Wis. (April 30, 2021) – [Chief Strategy and Innovation Officer Rob Morrison](#) with [Savant Wealth Management](#) will be a panelist for [RIA Insights Panels: Live Webinar Series](#) discussing how client experience can be a true differentiator in business. The virtual panel discussion is set for 4:00 p.m. EST on May 6.

Savant, a nationally recognized, fee-only wealth management firm that provides comprehensive financial advice to individuals, families, and businesses across the nation, serves as a trusted advisor and fiduciary, working in defense of its clients' best interests by walking alongside them on the path to reach their financial goals.

On May 6, Morrison will participate in the live panel discussion, "Can Client Experience Be a True Differentiator?" The virtual event will bring together industry leaders to discuss client experience, how to overcome challenges of delivering great experience at scale, how changing client needs are shaping the future of client experience, and what it means for business.

"I'm honored to participate alongside some of the industry's most forward-thinking leaders," said Morrison. "Growing a business centered around an exemplary client experience is a passion of mine. I look forward to contributing to this timely discussion about how the client experience will further shape the RIA industry."

Savant manages \$10 billion in assets, employs more than 200 team members and serves 6,500 clients. For more information about Savant Wealth Management, visit savantwealth.com.

About Savant Wealth Management

Savant Wealth Management, formerly known as Savant Capital Management, is a leading independent, fee-only firm serving clients for 30 years with \$10 billion in assets under management. Savant Wealth Management offers investment management, financial planning, retirement planning, and family office services to financially established individuals and institutions. Savant also offers corporate accounting, tax preparation, payroll and consulting through its affiliate, Savant Tax & Consulting.

Savant is headquartered in Rockford, IL, with locations in Bloomington, Chicago, Downers Grove, Freeport, Hoffman Estates, Lincolnshire, Naperville, Peoria, St. Charles, Sterling, and Wilmette, IL; Phoenix, AZ; Santa Fe, NM; Madison and Park Falls, WI; and McLean, VA.

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