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Jeanne Goussev Joins Laird Norton Wealth Management as Managing Director of Fiduciary Services

Seattle (June 16, 2016) – Laird Norton Wealth Management (LNWM) announced today that Jeanne Goussev, J.D., CTFA has been named the firm’s new managing director of fiduciary services. The appointment comes after a national search to replace Barbara Potter, who is retiring after nearly 30 years with the firm. The move continues the firm’s long-standing commitment to client-focused trust and estate planning services.

“Jeanne is a dynamic individual who understands the responsibilities of being part of the most experienced independent trust services company in the Pacific Northwest, and we’re thrilled to welcome her to our firm,” said Robert Moser, president and CEO of Laird Norton Wealth Management. “She is committed to helping clients explore and define their aspirations and then using all available trust and estate planning tools to make those a reality, which fits perfectly with LNWM’s integrated approach to wealth management.”

Goussev comes to LNWM from Threshold Group in Seattle, where she was managing director, client service and a member of the firm’s Executive Committee. Previously, she was a vice president, client advisor at Whittier Trust Company and a senior trust officer at U.S. Trust/Bank of America Private Wealth Management. Throughout her career, Goussev has advised high and ultra-high net worth individuals, foundations, and multiple generations within families on estate and tax planning; philanthropy; next generation strategies; and ensuring her clients’ assets and aspirations are aligned to enable the life and legacy to which they aspire.

“Laird Norton Wealth Management is and has always been considered the premier wealth management firm in the Pacific Northwest, and I’m excited to work closely with the professionals, clients and partners that make it so unique,” said Goussev. “I feel a strong connection to this family-owned firm because it backs up its world-class wealth planning acumen with the values of integrity, trust, and putting its clients’ interests first.”

Goussev currently serves on the board of trustees for Seattle Estate Planning Council and Leave10, a nonprofit organization that encourages Puget Sound-area residents to commit to leaving at least 10 percent of their estates to charity, and as chairperson of the Washington chapter of the Purposeful Planning Institute. She is actively involved with a number of nonprofit and community-focused organizations, including the Washington Planned Giving Council, Washington Women’s Foundation, Kids Discovery Museum (KiDiMu) of Bainbridge Island, Childhaven, and Fred Hutchinson Cancer Research Legacy Advisor Council. She recently co-chaired the Seattle Children’s Hospital Legacy Advisor Conference. Goussev graduated from Bowdoin College, earned her Juris Doctor from Suffolk University Law School, and is a *Certified Trust and Financial Advisor*.

About Laird Norton Wealth Management:

With close to \$5 billion in assets under advisement, Laird Norton Wealth Management (LNWM) is the Northwest's premier wealth management firm, consisting of a Trust Company and a Registered Investment Advisor. Founded to serve the financial management needs of the Laird and Norton families, the firm now provides integrated wealth management solutions for more than 425 individuals, families, foundations and nonprofit organizations. For nearly half a century, Laird Norton Wealth Management has been devoted to helping its clients and their families achieve security, fulfill their aspirations and thrive in every aspect of their lives.