



MEDIA CONTACTS

Erin Moyer
206.464.5259
E.Moyer@LNWM.COM

Sam Butler
206.788.6504
Sam@35thavenuepartners.com

NEWS RELEASE

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Laird Norton Wealth Management Names Kristen Bauer CEO

Bauer Succeeds Long-time CEO Robert Moser

SEATTLE – May 5, 2020 – The Board of Directors of Laird Norton Wealth Management (LNWM) has selected Kristen Bauer as the next CEO of the company succeeding Robert Moser who is retiring in June. Bauer joined the firm in mid-April as president. The Board will officially transition the CEO role to her on May 15. Bauer and Moser will then work together until his retirement at the end of June.

Bauer comes to Laird Norton from Tiedemann Advisors where she has served as Managing Director for the Pacific Northwest and led Tiedemann’s national family office practice.

“Kristen is particularly well-suited to be Robert Moser’s successor,” said Board Chair and Laird Norton Company CEO Jeff Vincent. “She has spent more than 20 years building multi-generational relationships with some of the country’s most dynamic families, like the Pacific Northwest’s legendary Russell Family, helping them through challenges, changes and generational transitions.”

Earlier, Bauer served as CFO, Chief Business Development Officer, Chief Client Service Officer and then President at Threshold Group. A graduate of the University of Washington Foster School of Business, she is a Certified Public Accountant (CPA) and a Personal Financial Specialist (PFS).



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Moser, who has served as LNWM's CEO since 2010, said Bauer was chosen as the firm's new CEO after a long-planned succession process and an extensive nationwide search. "I am confident that Kristen Bauer is the right person to build on Laird Norton Wealth Management's legacy of service to our clients," he said.

Bauer grew up in Bend, Oregon which was the original inspiration for her love of the outdoors. When Bauer moved to Seattle to attend the University of Washington, she realized she could have the best of both worlds – access to a beautiful environment and a robust, progressive city to start and grow her career. Bauer now lives in the Magnolia neighborhood of Seattle with her two daughters. She currently serves as the Vice-Chair (soon to be Chair) of The Nature Conservancy Washington Chapter and is the President of the board of the Wilderness Awareness School.

"The Laird Norton Family is one of the nation's leading business families, with 166 years of business success and ingenuity," said Bauer. "Laird Norton Wealth Management has an extraordinary history of service to clients. I look forward to working with the firm's exceptional team to build on its traditions and grow its legacy of success."

LNWM manages nearly \$5 billion in assets for individuals, families, foundations and endowments. It was founded originally as Laird Norton Trust Company in 1967.

(Editor Note: Digital images available on request)

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 and trust company. Originally founded to serve the financial management needs of the Laird and Norton families, the firm now provides investment management, wealth planning and trust services for more than 600 individuals, families, private foundations and nonprofit organizations. For more than 50 years, Laird Norton Wealth Management has been devoted to helping its clients and their families achieve security, find happiness and thrive in every aspect of their lives. LNWM is relentless in the pursuit of client satisfaction and is committed to never fail at making each client's best interest its number one priority.

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