

AWARD CATEGORY	COMPANY	INITIATIVE OR INDIVIDUAL
ADVISOR SUPPORT PLATFORMS		
Office of Supervisory Jurisdiction (OSJs)	Affiliated Advisors	Thought Leadership Program
Registered Investment Advisors (RIAs)	Pilot Financial	Succession Planning Enablement
	Bluespring Wealth Partners	Blueprint for Growth
	Carson Group	Marketing Monitor
	Carson Group	Women in Wealth Management
	Dynasty Financial Partners	Transition to Independence
	Hightower Advisors	Wealth Solutions
	Private Advisor Group	Advisor Alignment & Equity Program
RFG Advisory	Transition Playbook	
ASSET MANAGERS		
Alternative Investments	AllianceBernstein – Bernstein Private Wealth Management	Risk Mitigation
	AXS Investments	The Innovation Trade
	CrowdStreet Advisors	CrowdStreet Advisors
	Eaglebrook Advisors	Franklin Templeton Crypto SMAs
	Franklin Templeton	Alternatives Education Program
	Hamilton Lane	Hamilton Lane Senior Credit Opportunities Fund
	KraneShares	Mount Lucas Managed Futures Index Strategy ETF
	StepStone Private Wealth	SPRING Venture Capital and Growth Equity
	Unlimited Funds	Index Replication ETF
	Fiduciary Trust Company	Philanthropic Program
	Schwab Charitable	Partnerships with a Purpose
Chief Executive Officer of the Year	Allspring Global Investments	Joseph "Joe" Sullivan
AXS Investments	Greg Bassuk	
First Ascent Asset Management	Scott Mackillop	
Karner Blue Capital	Vicki Benjamin	
Vert Asset Management	Samuel Adams	
Wilmington Trust	Doris Meister	
Chief Marketing Officer of the Year	Cambiar Investors	John Le
Nuveen Investments	Tara Gulliano	
Prosperity Capital Advisors	Matt Seitz	
Client Experience Initiative	FS Investments	Thrive
J.P. Morgan	Casey Virtual Analyst	
Wilmington Trust	Emerald GEMs Podcast	
Digital Marketing Campaign of the Year	Cohen & Steers	Real Assets Campaign
FS Investments	Break-up Letter to the 60/40	
Hamilton Lane	Market Overview	
Natixis Investment Managers	Yield is Back in Bond Markets	
Natixis Investment Managers	Direct Indexing Education	
Neuberger Berman	New Direct Indexing Strategies	
Parametric	Short-term Reversal Factor	
Diversity, Equity and Inclusion	Bay Street Capital Holdings	Resthaven Properties
Nationwide Financial - Retirement Institute	Diverse Market Program	
Environmental, Social and Governance (ESG) Investing	Fiduciary Trust International	International Shareholder Engagement
GoldenTree Asset Management	Tailored Approach to ESG	
Hamilton Lane	Sustainability Report	
Karner Blue Capital	Biodiversity Impact Strategy	
TOBAM	Think Out of the Box Asset Management	
Vert Asset Management	Build It Bootcamps	
American Century Investments	Tax Planning Tool	
AXS Investments	ETF Market Entrance	
F/m Investments	US Treasury ETFs	
Innovator ETFs	Premium Income Barrier ETFs	
KraneShares	Enhanced Income Generating ETFs	
NightShares	NightShares ETFs	
Unlimited Funds	Index Replication ETF	
Fidelity Investments	Bond Beacon	
PIMCO	Model Portfolios	
Rockefeller Asset Management	Differentiate Active Management	
VanEck	CLO ETF	
Franklin Templeton	Wealth Splitter	
Nebo by GMO	Nebo Pro	
AXS Investments	ETF Market Entrance	
DLP Capital	Building Communities Fund	
Eaglebrook Advisors	Franklin Templeton Crypto SMAs	
flexPATH Strategies	CIT Portfolio Expansion	
Kestra Investment Management	Model Portfolio Series	
NightShares	NightShares ETFs	
Saguna Capital	Venture Capital Secured Program	
TrueShares ETFs	Eagle Global Renewable Energy Income ETF	
VanEck	ETF Product Enhancements	
WisdomTree	Portfolio and Growth Solutions	
BlackRock	Emerging Leader Lab	
BiCoF Investments	Advisor Lab Podcast	
FlexShares Exchange Traded Funds (Managed by Northern Trust)	New Rules in Growing Wallet Share Program	
Janus Henderson Investors	Lessons in Behavioral Finance	
Kestra Investment Management	Markets in a Minute Newsletter	
KraneShares	US China Diplomatic Series	
SpiderRock Advisors	Volatility as an Asset Class	
Voya Financial	Hire Thru Retire Podcast	
J.P. Morgan	Catalog Personalization	
NightShares	Night Effect Tools	
VanEck	Advisor Education Campaign	
BROKER-DEALERS		
Chief Executive Officer of the Year	Arkadios Capital	David Milligan
Concorde Investment Services	Drew Jackson	
Midwestern Securities Trading Company	Michael Graham	
Osaic	Jamie Price	
BROKER-DEALERS (1,000 Advisors or More)		
Chief Technology Officer of the Year	LPL Financial	Greg Gates
Merrill Wealth Management	Casey Franz	
Raymond James	Vin Campagnoli	
Digital Marketing Campaign of the Year	Cambridge Investment Research	Something Wonderful Campaign
Voya Financial	Hire Thru Retire Podcast	
Diversity, Equity and Inclusion	Cambridge Investment Research	Appreciating Diversity Series
Cetera Financial Group	Connect2Impact Video Series	
Cetera Financial Group	Courageous Conversations	
Lincoln Financial Network	LincAble Program	
LPL Financial	Advisor Institute	
LPL Financial	Emerging Leaders Program (ELP)	
Osaic	Creative Entrepreneurs in Ferguson, MO	
Cambridge Investment Research	RPM Program	
Cetera Financial Group	Growth360	
Commonwealth Financial Network	Entrepreneurial Capital Program	
Kestra Financial	Peer Perspectives Program	
LPL Financial	Partial Book Sales	
Raymond James	STEER Program	
Service	Avria Wealth Solutions	TeamAssist Program
Avantax Wealth Management	Service-led Organization	
Commonwealth Financial Network	NextGen Business Development Program	
Kestra Financial	Paraplanning Services	
LPL Financial	Tax Planning, Research and Scenario Analysis	
Osaic	Operation Council and Experience Dashboard	
Raymond James	Private Wealth Advisor Program	
J.P. Morgan Wealth Management	Wealth Plan	
Merrill Wealth Management	Collaborative Onboarding Experience (COBE)	
Morgan Stanley	Fractional Share Functionality	
Morgan Stanley	Directed Share Program	
Raymond James	Tech Savvy	
Thought Leadership	Cambridge Investment Research	Let's Talk Podcast
Cetera Financial Group	Fed Monitor Dashboard and Fed-O-Meter	
Osaic	W Forum	
Cetera Financial Group	Accesslink	
Kestra Financial	Onboarding Reimagined	
Prudential Financial	Transition and Transformation Program	
BROKER-DEALERS (Fewer Than 1,000 Advisors)		
Digital Marketing Campaign of the Year	Bernstein Private Wealth Management	Seize the Moment Campaign
Concorde Investment Services	Financial Representative Recruitment	
Prospera Financial Services	Success Your Way	
Diversity, Equity and Inclusion	Janney Montgomery Scott	FACT Program
Prospera Financial Services	BRIDGE Mentorship Program	
Sigma Financial Corporation	Nova Women's Collective	
Stifel Independent Advisors	Growth Program	
Practice Management	Hornor, Townsend & Kent	Fee-based Financial Planning Program
Regal Financial Group	Increase Your Quality of Life Program	
Sigma Financial Corporation	Endeavor Planning Community	
Service	Prospera Financial Services	Virtual Service Associate Program
Sigma Financial Corporation	EducationHub	
Technology	Bernstein Private Wealth Management	Sanford the Chatbot
Copper Financial	Guided Investing Solution for Credit Unions	
Janney Montgomery Scott	Secure Client Portal	
TradeStation	Trading Platforms	
Janney Montgomery Scott	Transition Video Campaign	
Sigma Financial Corporation	LaunchPad Onboarding Experience	
COMPLIANCE/LAW FIRMS		
Kupfer & Associates	DealQuest Podcast	
MarketCounsel Consulting	MARK by MarketCounsel	
CORPORATE SOCIAL RESPONSIBILITY		
Allworth Financial	Kids Program	
Cambridge Investment Research	Little Achievers Center	
Cetera Financial Group	Caring Cetera	
Janney Montgomery Scott	DEI Event Support	
John Hancock Investment Management	Women, Wealth and Wisdom Campaign	
Thrivent Advisor Network	"Building Businesses for Good" Initiative	
TrueShares ETFs	Patriot ETF	
CUSTODIANS		
Practice Management	BNY Mellon Pershing	Next Leadership Forum
Fidelity Investments	Client Insight Tool	
Technology	Altruist	The Modern Custodian
Apex Fintech Solutions	Onboarding Edge	
Equity Advisor Solutions	Alternative Assets Solution	
Thought Leadership	Apex Fintech Solutions	FDIC Sweep Program and Education
Fidelity Investments	Young Investor Toolkit	
DISRUPTORS		
Industry	Advisor Circle	Future Proof
BridgeFT	WealthTech as a Service Platform	
Merrill Wealth Management	Collaborative Onboarding Experience (COBE)	
Altruist	Vertically Integrated Custodian	
Amplify Reviews	Compliant Online Reviews	
BridgeFT	WealthTech API	
Daffy.org	Daffy for Families	
DFD Partners	AI-based Distribution Platform	
Guardian Mineral Management & Consulting	Specialty Asset Software System	
Morgan Stanley	Genome	
Orion Advisor Solutions	Data Accessibility, Delivery and Transparency	
FAMILY OFFICES		
Client Initiative	Bank of America Private Bank	Family Office of the Future
Key Family Wealth	Family Governance Framework	
Wilmington Trust	Emerald Family Office and Advisory Services	
Thought Leadership	Family Office Real Estate Institute	Family Office Real Estate Institute
Key Private Bank	Enhancements for UHNW Clients	
Morgan Stanley Family Office Resources	Family Legacy and Governance Institute	
NewEdge Wealth	Women Leadership Showcase	
Rockefeller Global Family Office	Excellence in Wealth Management Leadership	
Wilmington Trust	Emerald GEMs Podcast	
INDIVIDUAL RIA FIRM LEADERS		
Chief Executive Officer of the Year	Allworth Financial	Scott Hanson
Aspiriant	Rob Francias	
Baillard	Sonya Mughal	
Integrated Partners	Paul Saganev	
Merit Financial Advisors	Rick Kent	
NewEdge Wealth	Rob Sechan	
SignatureFD	Heather Robertson Fortner	
SteelPeak Wealth	Reza Zamani	
The Colony Group	Michael J. Nathanson	
Verdence Capital Advisors	Leo Kelly	
Wealthcare Capital Management	Matt Regan	
Chief Marketing Officer of the Year	Allworth Financial	Brad Boekestein
Aspiriant	Cammie Doder	
Choreo	Marissa Fox-Foley	
Mercer Advisors	Gary Foodim	
Robertson Stephens	Louis Calabrese III	
The Colony Group	Stephanie Goldstein	
Chief Technology Officer of the Year	Cresset	Paul Algreen
Mercer Advisors	Christine Cataldo	
Merit Financial Advisors	JP Pattinson	
Robertson Stephens	Vikram Chugh	
Innovator of the Year	Carson Group	Mary Kate Gulick, Senior Vice President, Advisor Marketing
Mercer Advisors	Jeremiah Barlow, Head of Family Wealth Services	
NewEdge Advisors	Alex Goss, Co-Founder and Co-CEO	
M&A Leader of the Year	Allworth Financial	Pat McClain, Co-Founder and Senior Partner
Carson Group	Jamie Hopkins, Managing Partner of Wealth Solutions	
MAI Capital Management	Jim Kacic, President, M&A and Shared Services	
Mercer Advisors	Dave Barton, Vice Chairman and Head of M&A	
Merit Financial Advisors	Kay Lynn Mayhue, President	
Prime Capital Investment Advisors	Glenn Spencer, Chief Executive Officer	
The Colony Group	Zinovy Ioslovich, President and Chief Services Officer	
Rising Star of the Year Honorees	49 Financial	Marcus Magyar, Vice President
CAPTRUST	Marcus Magyar, Vice President and Financial Advisor	
Carson Group	Samantha Allen, Vice President of Digital Marketing	
Crescent Grove Advisors	Ariane Krei, Co-Chief Investment Officer	
Ellevest Advisors	Brooklyn Brock, Founder	
Hoskin Capital	Nate Hoskin, Founder	
Integrated Partners	Andrew Mohr, Chief Implementation Officer	
Mercer Advisors	Jennifer Baick, Senior Director, Financial Planning Group	
NewEdge Advisors	Alex Goss, Co-Founder and Co-CEO	
Signature Estate & Investment Advisors	Haley Wood Bates, Financial Advisor	
Snowden Lane Partners	Alison Burkett, Senior Partner, Managing Director, and Head of Enterprise Development	
Thrive Financial Services	Erik Schuster, Financial Advisor	
Thought Leader of the Year	Ullmann Wealth Partners	Caitlin Frederick, Director of Financial Planning
Blue Chip Partners	Dan Seder, Managing Partner	
Carson Group	Erin Wood, Senior Vice President of Financial Planning	
Hoskin Capital	Nate Hoskin, Founder and Lead Advisor	
Intrepid Wealth Partners	Derek N.H. Notman, Founder and CEO	
Joule Wealth, A Bluespring Wealth Partner	Quinn Tatro, Managing Director and Chief Investment Officer	
Mercer Advisors	Martine Lellis, Chief Trust and Administrative Officer	
Transitus Wealth Partners	Ross Marino, CEO	
INDUSTRY RESEARCH PROVIDERS		
The American College of Financial Services	RIA Growth and Specialized Knowledge Survey	
The American College of Financial Services	Trust in Financial Services Study	
VettaFi	Research Innovation	
INSURANCE		
Global Atlantic Financial Group	Your Thriving Practice	
Jackson National Life Insurance	Advanced Planning Team	
Modern Life	Insurance Experience Transformation	
Nassau Financial Group	Living Longer and Living Better	
MARKETING / PR FIRMS		
Digital Marketing of the Year	FiComm Partners	End-to-End Podcasting Solution
Intention by	Three Crowns Copywriting & Marketing	RISA 2 day Masterclass
PR Campaign of the Year	FiComm Partners	The Holistic 10K Challenge
Haven Tower Group	Karamas	SEC Marketing Rule Update
Lyceus Group	Quad A	Defined Outcome ETFs
F/m Investments Suite of ETFs		
RETIREMENT INCOME		
Alliana Life	Advisory Solutions	
Retirement Income Solutions Assessment (RISA)	Retirement Income Planning	
TruStage	Secure Future Program	
RETIREMENT PLAN SUPPORT AND ADVISOR SERVICES		
401(k) Service	Candilily	Student Loan Retirement Match Program
Intelligent	LeathGroup	Whole Retirement Planning Program
Morningstar Investment Management	InvestGrade	InvestGrade
Pontera	Personal Target-date Funds	
Wise Rhine Group	Professional 401(k) Management	
401(k) Technology	BidMoni	Enterprise Value Education
Candilily	Fidelity Investments	Retirement Plan Marketplace
Fidelity Investments	LeathHouse	Student Loan Retirement Match Program
Pontera	RPAG	Goal Booster and Emergency Savings
RPAG	Professional 401(k) Management	
Aggregators > CEO of the Year	Marsh McLennan Agency	Rollover Analyzer
RPAG	Craig Reid	
SageView Advisory Group	Vince Giovinazzo	
Strategic Retirement Partners	Randy Long	
Cambridge Investment Research	Jeff Cullen	
Morgan Stanley	RPA Program	
Osaic	Corporate Retirement Team	
UBS	Generation iKlubivate	
Putnam Investments	Central Sales and Service Model	
Stadion Money Management	Voice of the American Worker Program	
DCIO Providers > Advisor Value Added Programs	DCIO Visualizer Suite	
Managed Accounts Insights Series	DCIO Visualizer Suite	
Alliana Life	Managed Accounts Insights Series	
Annexus Retirement Solutions	Lifetime Income+	
Edelman Financial Engines	Lifetime Income Builder and the Annexus Retirement Data Exchange	
Income America	Income Beyond Retirement	
PensionPlus	Protected Retirement Service	
John Hancock	Personalized Retirement Income Service	
John Hancock	Prospect Finder	
Nationwide	Helping with SECURE Act 2.0	
Capital Cost Comparison Calculator		
SUCCESSION/OWNERSHIP TRANSITION SERVICES – NON-CUSTODIAN/BROKER-DEALER		
DeVoe & Company	Valuation Services	
Hightower Advisors	Center for Leadership	
Succession Resource Group	Advisor M&A and Equity Update	
The AmeriFlex Group	SuccessionFlex	
TAMPS		
Model Marketplaces	Amplify Technology	Tax Loss Harvesting
FusionIQ	Digital Model Marketplace	
SMARX Advisory Solutions	Model Comparison Tool in Model Marketplace	
The Pacific Financial Group	Strategy PLUS SDBA Model Portfolio Program	
TAMPS	AssetMark	Digital Solutions for Middle-back Office
FusionIQ	GeoWealth	finTAMP
Modern TAMP		
TECHNOLOGY PROVIDERS		
Account Aggregation	Blueleaf	Aggregation as a Service
Method Financial	API for Personal Debt Consolidation	
Wealth Access	Data Aggregation and Unification Platform	
Alternative Investment Platforms	AlExchange	Advisor Value Investments Platform
Broadridge	Alternative Investments Hub	
CAIS	Custom Funds	
Canoe Intelligence	Canoe Connect & Canoe Intelligence	
iCapital	New Products and Capabilities	
Opto Investments	Private Investment Recommendation Wizard	
*SUBSCRIBE	Unified Alternative Investments Platform	
Artificial Intelligence	TIFIN Private Markets	Democratizing Access to Alts
Alphathena	AI Workflow and Personalization	
Atlas Point	AI-Powered Business Insights	
CogniCor Technologies "CogniCor"	AI Enabled Meeting Assistant	
DFD Partners	AI-based Distribution Platform	
HedgeSPA	Graph Neural Network and Quantum AI Application	
Pulse360	AI Writer	
Business Support Systems Workflow Automation	CogniCor Technologies "CogniCor"	AI Client Maintenance Assistant
eMoney Advisor	Solvers in Decision Center	
Panoramix	Annual Amendment Automation	
Pulse360	1-click Automation	
Cash Optimization	Flourish	RIA Program
MaxMyInterest	Embedded Cash Management Platform	
Chief Executive Officer of the Year	Apex Fintech Solutions	Bill Capuzzi
Asset-Map	CAIS	H. Adam Holt
iCapital	Matt Brown	
Mirador	Lawrence Calcano	
Nitrogen	Joe Larizza	
Smarsh	Aaron Kleinz	
Snappy Kraken	Kim Crawford Goodman	
Vestwell	Robert Sofia	
Wealth Access	Aaron Schumm	
CAIS	David Benskin	
Docupace	Abby Salameh	
Nitrogen	Craig Clark	
Client Onboarding / New Account Opening	Snappy Kraken	Angel Gonzalez
Apex Fintech Solutions	Automated Account	
Orion Advisor Solutions	Onboarding Edge	
AssetBook	AutoMated Account Solution	
Mirador	Vallian	
SS&C Black Diamond Wealth Platform	Gateway, by Mirador	
Wealth Access	Client Experience	
Hearsay Systems	Client Portal	
Orion Advisor Solutions	Testimonial Management System	
Presuits	Share Class Monitoring	
SIGNIX	Email Monitoring and Archiving	
Smash	FINRA Compliance Lock	
Smarthia	Professional Archive	
Orion Advisor Solutions	Compliance Management Platform	
Orion Advisor Solutions	Redtail Campaigns	
Charles River Development	Trust and UHNW-specific CRM	
Interactive Brokers	Customized Portfolio Solutions	
Orion Advisor Solutions	Tailored Indexing for RIAs	
Rowboat Advisors	Bespoke Custom Indexing Technology	
Vestmark	Tax Simulator for Direct Indexing	
Diversity, Equity and Inclusion	Apex Fintech Solutions	VAST
Broadridge	AI™ Designation Diversity	
Choir	Voices	
DEFI Partners	AI-based Distribution Platform	
SEI	Inclusion in Wealth Management	
Canoe Intelligence	Canoe Connect & Canoe Intelligence	
FutureVault	Digital Vault	
Laserfiche	Intelligent Data Capture	
Wealth Access	Digital Document Vault	
Innovation New Applications	CogniCor Technologies "CogniCor"	AI Enabled Meeting Assistant
FP Alpha	Estate Planning Snapshot	
Method Financial	API for Personal Debt Consolidation	
Nitrogen	"Check-ins" Coaching Tool	
Orion Advisor Solutions	Orion BeFi	
Summit Wealth Systems	Wealth Journey	
VRGL	CAPM & R Tool	
BridgeFT	WealthTech API	
Capintel	Seamless ESG Metrics	
Elements Technology	Financial Assessment Software Platform	
Envestnet	Wealth Data Platform	
FactSet	Intelligent Prospecting	
Halo Investing	Protective Investment Solutions	
Invert	PaaS Digital Ecosystem	
Pacifi	Propel	
WiseRhine	Estate Advisory Platform	
Zio Financial	Lead Engagement Platform	
Catchlight	Lead Generation and Business Growth Program	
FMG Suite	Redtail Campaigns, BeFi20 and Proposal Generation	
Orion Advisor Solutions	Freedom360 Campaign	
Snappy Kraken	ANX	
Adhesion Wealth Advisor Solutions	Model Marketplace	
Charles River Development	Advisor Dashboard	
Kwami	Advisor Dashboard	
FactSet	Graph Neural Network and Quantum AI Application	
HedgeSPA	Portfolio ESG Insights	
InvestSuite	Portfolio Insights Powerful Perspective	
Zephyr	Real-locatedTEI API-based Software	
digit Inc.	Professional 401(k) Management	
Rebalancing	LeathHouse	Quantum Rebalancer
Pontera	redblack	
Intelliflo	Expanding Tax Optimization	
MyVest	Automated Trade Builder & Rebalancer	
SMARX Advisory Solutions	Rebalancing Engine	
Vestmark	Retirement Income Consortium	
Broadridge	Advisor Solutions for Held Away Assets	
Future Capital	RMD, Roth Conversion and Tax Optimization	
IncomeConductor	Days of Future Past	
Panoramix	Personalized Retirement Income Service	
PensionPlus	Holistic and Defensible Risk Tolerance/Client Profiling	
Andes Wealth Technologies	Portfolio Tools	
Helios	GS Select	
Goldman Sachs Private Bank Select	Democratizing Access to SBL	
Supernova Technology	Securities Based Lending	
UPTIQ	"One-Click" AI-powered Content Personalization	
Specialized Planning Applications	Signals+	
FMG Suite	Serving the Next Gen	
Asset-Map	Special Needs Planning Software	
Bento Engine	Estate Advisory Platform	
Special Needs Map	Digital Estate Planning Platform	
Vanilla	Connected Wealth Report	
Wealth.com	Action! Magazine	
Advisor360™	AdviceTech LIVE	
AdvisorEngine	Candid Conversations Campaign	
Asset-Map	Morningstar Collaboration	
eMoney Advisor	Big Return Podcast Series	
Finance of America Reverse	Fearless Investing Summit	
Invert	Joint! Conference	
Nitrogen	Technology Platform	
Snappy Kraken	Enterprise Platform	
Advizon	Optimizing the Enterprise	
Envestnet	Orion Stacks	
MyVest		
Orion Advisor Solutions		
TRUSTS		