SIGNATUREFD

BLAKE M. WILLIAMS, MBA, AFC®, CFP®

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My NET WORTHWHILE™ is to MAXIMIZE time, energy, and resources for my clients and my family.

Blake believes that people are frequently too bogged in the "urgent" matters of the day to focus on what really matters. Because of this, Blake is passionate about helping clients bring focus to the truly important pieces of life through intentionality and careful planning. He specializes in advising corporate executives, multi-generational families, and high-net-worth individuals, guiding them to make purpose-driven financial decisions.

Prior to joining SignatureFD, Blake was a financial advisor with PPA Advisors where he advised corporate executives on compensation and equity award strategies. Bringing this set of skills to SignatureFD in 2013, Blake co-founded SignatureEXEC, a firmwide initiative that helps executives manage their financial lives.

Blake graduated from the University of Georgia with a Bachelor of Science in Financial Planning and from the University of North Georgia with a Master of Business Administration. In addition, he is an Accredited Financial Counselor and holds a certificate in Applied Behavioral Finance from the Investments & Wealth Institute.

Blake is passionate about growing the next generation of financial advisors and is an avid supporter of the University of Georgia's financial planning program, serving as the President of the Alumni Advisory Board. Additionally, he has served on the University of North Georgia's Alumni Board and is a member of the Financial Planning Association of Georgia.

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