SIGNATUREFD

BLAKE M. WILLIAMS, MBA, AFC®, CFP®

PARTNER, WEALTH ADVISOR, BOARD MEMBER

404 573 4860
404 573 4861
blake.williams@signaturefd.com

My Net Worthwhile® is to help maximize time, energy, and resources for my clients and my family.

As a partner and wealth advisor, 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 brings focus to the truly important pieces of life through comprehensive financial planning, including income tax mitigation, risk management and insurance, estate planning, and implementing a cash flow and investment design so his clients can live with confidence. He specializes in advising corporate executives, multi-generational families, and high-net-worth individuals, guiding them to make purpose-driven financial decisions.

Before joining SignatureFD, Blake was a financial advisor with PPA Advisors, advising 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. He is also an Accredited Financial Counselor, a CERTIFIED FINANCIAL PLANNER™ professional 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, previously serving as the President of the Alumni Advisory Board. Additionally, he has served on the University of North Georgia's Alumni Board. The University of North Georgia Alumni Association named Blake as a 2023 recipient of their "20 Under 40" award.

Blake lives in Atlanta with his wife, Madeline, and their two children.

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, CFP® and CFP® in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

University of North Georgia Alumni Association 20 Under 40 award recipients are judged by UNG Alumni Association and UNG Young Alumni Board of Directors and selected by a committee reviewing nomination forms to determine if applicants demonstrate a comprehensive approach to UNG values. Winners must be under the age of 40 at the time of nomination, have made a substantial impact in their industry, field, or community, have attained prominence in their business, profession, or vocational endeavors, and/or have performed distinguished community services. The receipt of this award included no associated compensation and was solely based on the metrics described. 2023 winners were announced on December 6, 2023.