

Position Title: Growth Principal

Position Overview

Highland is a rapidly growing wealth management company that specializes in helping clients maximize their return on and life and money. As Wealth Confidants we use our proprietary Money+Life integration training and tools to help clients connect their wealth to a life of meaning and purpose and optimize their portfolio and financial plan to those objectives.

The **Growth Principal** is responsible for the overall success of a specialized team of Advisors and support staff managing approximately \$4M in client revenue while driving \$800K+ in annual new business development. A successful Growth Principal is highly proficient at relationship management, technical planning, closing new business, and helping elevate those on their team to source and close new business.

As the public voice of Highland, the Growth Principal is expected to exude all attributes and abilities of a Wealth Confidant, which includes the following key responsibilities.

Key Responsibilities:

- Client Leadership & Relationship Management
 - Serve as the primary Wealth Confidant for a select group of key clients
 - Partner with Advisors on your team to strategically guide client relationships and directly build and maintain trust with clients
 - Ensure all client engagements within the team align with the firm's service standards and best practices
- Team Leadership & Mentorship
 - Lead a multidisciplinary diamond team to deliver worldclass service and advice
 - Mentor and develop team members to grow their capabilities in client relationships and business development
 - Drive accountability for service standards, client retention, and team performance
- Business Development & Revenue Growth
 - Personally generate and lead the team to secure \$800K+ in new client revenue annually through client referrals, COIs, strategic outreach, and supporting business partnerships
 - Close MQLs generated by firm-led Marketing initiatives
 - Collaborate with Marketing and executive leadership on firm-wide growth initiatives and strategy.

Qualifications:

- Professional designation (CFP®, CFA, CPA, JD)
- Series 65 (or equivalent)

- Bachelor's Degree
- 10+ years of direct client-focused wealth management experience, proven success managing high-net-worth client relationships
- Demonstrated ability to develop and close new business
- Deep knowledge of financial planning, investment management, estate planning, and tax strategies.
- Master communicator
- Team-first mentality
- Personal responsibility for emotional wake

Work Environment:

We are an entrepreneurial, highly relational, merit-based community. Our team is continually striving to raise the bar and go further than we thought possible, while collaborating with a servant's heart. Feasting, laughter, and toasts are always in style.

Why Join Us?

- Impact at Scale
 - Join a firm that's not just growing – but leading a movement to transform the future of wealth management. Backed by our strategic partnership with Hightower Advisors, we not only have the vision, but also the platform to influence the industry while maintaining the agility of a boutique firm.
- True Ownership
 - This role offers a direct path to long-term equity ownership. In a consolidating industry, we offer a clear and durable structure for advisors to grow into true Partners with lasting influence and significant financial upside.
- Growth Path
 - As the leader of a diamond team, you'll play a critical role in delivering meaningful client experiences, mentoring rising talent, and driving new business – all within a firm on a path of accelerated, strategic growth.
- Culture
 - Our culture – what we call the Heart of Highland – is a vision-led, team-first, meritocratic and results oriented environment that helps our people transform towards their natural best selves.

For the sake of clarity, below is a more comprehensive list of functions to ensure we're collectively on the same page, which will not be listed in the JD:

- Client Leadership & Relationship Management

- Serve as the primary Wealth Confidant for a select group of key clients
 - ~\$500K of direct revenue
 - Partner with Advisors on your team to strategically guide client relationships and directly build and maintain trust with clients
 - Be in direct relationship with all clients within the book of business and/or elevate the other advisors to drive relationship management
 - Ensure all client engagements within the team align with the firm's service standards and best practices
 - Execute all money and life experiences
- Team Leadership & Mentorship
 - Lead a multidisciplinary diamond team to deliver worldclass service and advice
 - Team of 4: Growth Principal, 2 Advisors, Associate/Associate Advisor
 - Mentor and develop team members to grow their capabilities in client relationships and business development
 - Responsible for elevating team members to take on more client leadership and biz dev
 - Drive accountability for service standards, client retention, and team performance
 - Laddered accountability – Growth Principal holds the individuals on their team accountable for their defined roles/responsibilities. Growth Principal is accountable for the entire team's performance (client retention, revenue managed, new revenue) and reports to Kyle.
- Business Development & Revenue Growth
 - Personally generate and lead the team to secure \$800K+ in new client revenue annually through client referrals, COIs, strategic outreach, and supporting business partnerships
 - 60%+ of their time/capacity dedicated to business development
 - \$600K for 2026
 - Ultimately under their discretion how they want to drive this growth – either all individually or by elevating/leveraging the Advisors on their team.
 - \$250K from client referrals
 - \$350K from B2B
 - \$150K from personal network
 - \$50K from direct sales
 - Close MQLs generated by firm-led Marketing initiatives
 - Direct Sales leads will be handed off to the Growth Principals with higher close rates. This revenue will count towards their \$800K goal.
 - Collaborate with Marketing and executive leadership on firm-wide growth initiatives and strategy.
 - As a shareholder they are expected to align to and support our strategic and growth objectives.