

AWARD CATEGORY	COMPANY	INITIATIVE OR INDIVIDUAL
<b>ADVISOR SUPPORT PLATFORMS</b>		
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	Value-Added Services
	Private Advisor Group	Advisor Alignment & Equity Program
	RFQ Advisory	Transition Playbook
<b>ASSET MANAGERS</b>		
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	SCOPE
	KraneShares	Mount Lucas Managed Futures Index Strategy ETF
	StepStone Private Wealth	SPRING Venture Capital and Growth Equity
	+SUBSCRIBE	Unified Alternative Investments Platform
	Unlimited Funds	Index Replication ETF
Charitable Giving/Donor Advised Funds	Fiduciary Trust Company	Philanthropic Program
	Schwab Charitable	Partnerships with a Purpose
Chief Executive Officer of the Year	AKS Investments	Joseph “Joe” Sullivan
	First Ascent Asset Management	Greg Bassuk
	Karner Blue Capital	Scott MacKillop
	Vert Asset Management	Vicki Benjamin
	Wilmington Trust	Samuel Adams
Chief Marketing Officer of the Year	Cambar Investors	Davis Meister
	Nuveen Investments	John Lee
	Prosperity Capital Advisors	Tara Quillano
	FS Investments	Matt Seitz
Client Experience Initiative	J.P. Morgan	Thrive
	Wilmington Trust	Casey Virtual Analyst
Digital Marketing Campaign of the Year	Cohen & Steers	Emerald GEMS Podcast
	FS Investments	Real Assets Campaign
	Hamilton Lane	Break-up Letter to the 60/40
	Natixis Investment Managers	Market Overview
Direct Indexing	Natixis Investment Managers	Yield in Back in Bond Markets
	Neuberger Beriman	Direct Indexing Education
Diversity, Equity and Inclusion	Parametric	New Direct Indexing Strategies
	Bay Street Capital Holdings	Short-term Reversal Factor
Environmental, Social and Governance (ESG) Investing	Nationwide Financial – Retirement Institute	Reshapers Properties
	Fiduciary Trust International	Diverse Market Program
	GoldenTree Asset Management	International Shareholder Engagement
	Hamilton Lane	Tailored Approach to ESG
	Karner Blue Capital	Sustainability Report
ETFs	TOBAM	Biodiversity Impact Strategy
	Vert Asset Management	Anti-Benchmark Civil and Democratic Rights-Focused Strategy
	American Century Investments	Build It Bootcamps
	AXS Investments	Tax Planning Tool
	F/m Investments	ETF Market Entrance
	Innovator ETFs	US Treasury ETFs
	KraneShares	Premium Income Barrier ETFs
	NightShares	Enhanced Income Generating ETFs
	Unlimited Funds	Night Shares ETFs
	Fidelity Investments	Index Replication ETF
Goals-based Investment Platforms	PIMCO	Bond Beacon
	Rockefeller Asset Management	Model Portfolios
New Product Development	VanEck	Differentiate Active Management
	Franklin Templeton	CLO ETF
Thought Leadership Advisor Education	Nebo by GMO	Wealth Splitter
	AXS Investments	Nebo Pro
	DLP Capital	ETF Market Entrance
	Eaglebrook Advisors	Building Communities Fund
	flexPATH Strategies	Franklin Templeton Crypto SMAs
	Kestra Investment Management	CIT Portfolio Expansion
	NightShares	Model Portfolio Series
	Saguna Capital	Night Shares ETFs
	TrueShares ETFs	Venture Capital Secured Program
	VanEck	Eagle Global Renewable Energy Income ETF
Thought Leadership Product Enhancement	WisdomTree	ETF Product Enhancements
	BlackRock	Portfolio and Growth Solutions
	CION Investments	Emerging Leader Lab
	FlexShares Exchange Traded Funds (Managed by Northern Trust)	Advisor Lab Podcast
	Janus Henderson Investors	New Rules in Growing Wallet Share Program
	Kestra Investment Management	Lessons in Behavioral Finance
	KraneShares	Markets in a Minute Newsletter
	SpiderRock Advisors	US China Diplomatic Series
	Voya Financial	Volatility as an Asset Class
	J.P. Morgan	Hire Thru Retire Podcast
NightShares	Catalog Personalization	
VanEck	Night Effect Tools	
	Advisor Education Campaign	
<b>BROKER-DEALERS (1,000 Advisors or More)</b>		
Chief Executive Officer of the Year	Advisor Group	Jamie Price
Chief Technology Officer of the Year	Concorde Investment Services	Drew Jackson
	LPL Financial	Greg Gates
Digital Marketing Campaign of the Year	Merrill Wealth Management	Casey Franz
	Raymond James	Vin Campagnoli
Diversity, Equity and Inclusion	Cambridge Investment Research	Something Wonderful Campaign
	Voya Financial	Hire Thru Retire Podcast
Practice Management	American Portfolios Financial Services	Creative Entrepreneurs in Ferguson, MO
	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)
	Stifel Independent Advisors	Growth Program
	Cambridge Investment Research	RPM Program
	Cetera Financial Group	Growth360
Service	Commonwealth Financial Network	Entrepreneurial Capital Program
	Kestra Financial	Peer Perspectives Program
	LPL Financial	Partial Book Sales
	Raymond James	STEER Program
	Advisor Group	Operation Council and Experience Dashboard
Technology	Atria 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
Thought Leadership	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
Transition Support	Raymond James	Tech Savvy
	TradeStation	Trading Platforms
	Advisor Group	W Forum
	Cambridge Investment Research	Let’s Talk Podcast
	Cetera Financial Group	Fed Monitor Dashboard and Fed-O-Meter
Kestra Financial	Accesslink	
Prudential Financial	Onboarding Reimagined	
	Transition and Transformation Program	
<b>BROKER-DEALERS (Fewer Than 1,000 Advisors)</b>		
Chief Executive Officer of the Year	Arkadios Capital	David Millican
Digital Marketing Campaign of the Year	Midwestern Securities Trading Company	Michael Graham
	Bernstein Private Wealth Management	Seize the Moment Campaign
Diversity, Equity and Inclusion	Concorde Investment Services	Financial Representative Recruitment
	Prospera Financial Services	Success Your Way
Practice Management	Janney Montgomery Scott	FACTS Program
	Prospera Financial Services	IBDICE Mentorship Program
Service	Sigma Financial Corporation	Nova Women’s Collective
	Honor, Townsend & Kent	Fee-based Financial Planning Program
Technology	Regal Financial Group	Increase Your Quality of Life Program
	Sigma Financial Corporation	Enduro Planning Community
Transition Support	Prospera Financial Services	Virtual Service Associate Program
	Sigma Financial Corporation	EducationHub
Thought Leadership	Bernstein Private Wealth Management	Sanford the Chatbot
	Copper Financial	Guided Investing Solution for Credit Unions
Thought Leadership	Janney Montgomery Scott	Secure Client Portal
	Janney Montgomery Scott	Transition Video Campaign
Transition Support	Sigma Financial Corporation	LaunchPad Onboarding Experience
<b>COMPLIANCE/LAW FIRMS</b>		
Chief Executive Officer of the Year	Kupfer & Associates	DealQuest Podcast
Digital Marketing Campaign of the Year	MarketCounsel Consulting	MARK by MarketCounsel
Diversity, Equity and Inclusion	Allworth Financial	Kids Program
	Cambridge Investment Research	Little Achievers Center
Practice Management	Cetera Financial Group	Caring Cetera
	Janney Montgomery Scott	DEI Event Support
Service	John Hancock Investment Management	Women, Wealth and Wisdom Campaign
	Thrivent Advisor Network	“Building Businesses for Good” Initiative
Technology	TrueShares ETFs	Patriot ETF
<b>CUSTODIANS</b>		
Practice Management	BNY Mellon   Pershing	Next Leadership Forum
Technology	Fidelity Investments	Client Insight Tool
	Altruit	The Modern Custodian
Thought Leadership	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
<b>DISRUPTORS</b>		
Industry	Advisor Circle	Future Proof
Technology	BridgeFT	WealthTech as a Service Platform
	Merrill Wealth Management	Collaborative Onboarding Experience (COBE)
Thought Leadership	Altruit	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
<b>FAMILY OFFICES</b>		
Client Initiative	Bank of America Private Bank	Family Office of the Future
Thought Leadership	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	
<b>INDIVIDUAL RIA FIRM LEADERS</b>		
Chief Executive Officer of the Year	Allworth Financial	Scott Hanson
Chief Marketing Officer of the Year	Aspiriant	Rob Francis
	Bailard	Sonya Mughal
	Integrated Partners	Paul Saganey
	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 Boekstein
	Aspiriant	Cammie Doder
	Choreo	Marissa Fox-Foley
	Mercer Advisors	Gary Foodim
	Robertson Stephens	Louis Calabrese III
Chief Technology Officer of the Year	The Colony Group	Stephanie Goldstein
	Cresset	Paul Algren
	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
M&A Leader of the Year	NewEdge Advisors	Alex Goss, Co-Founder and Co-CEO
	Allworth Financial	Pat McClain, Co-Founder and Senior Partner
Rising Star of the Year Honorees	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 Iosovitch, President and Chief Services Officer
	49 Financial	Kristian Metwa, Vice President
	CAPTRUST	Marcus Maggar, Vice President and Financial Advisor
	CARSON GROUP	Smantha Allen
	Crescent Grove Advisors	Andrew Krei, Co-Chief Investment Officer
Ellevest Advisors	Brooklyn Brock, Founder	
Hoskin Capital	Nate Hoskin, Founder	
Integrated Partners	Andree 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	Hayley Wood Bates, Financial Advisor	
Snowden Lane Partners	Alison Burkett, Senior Partner, Managing Director, and Head of Enterprise Development	
Thought Leader of the Year	Thrive Financial Services	Caitlin Frederick, Director of Financial Planning
	Ullmann Wealth Partners	Dan Sedler, Managing Partner
	Blue Chip Partners	Erin Wood, Senior Vice President of Financial Planning
	Carson Group	Nate Hoskin, Founder and Lead Advisor
	Hoskin Capital	Derek N.H. Notman, Founder and CEO
	Intrepid Wealth Partners	Quint Tatro, Managing Director and Chief Investment Officer
	Joule Financial, A Bluespring Wealth Partner	Martine Lellis, Chief Talent and Administrative Officer
	Mercer Advisors	Ross Marino, CEO
	TruStage	
<b>INDUSTRY RESEARCH PROVIDERS</b>		
401(k) Service	The American College of Financial Services	RIA Growth and Specialized Knowledge Survey
401(k) Technology	The American College of Financial Services	Trust in Financial Services Study
	VettaFi	Research Innovation
<b>INSURANCE</b>		
Digital Campaign of the Year	Global Atlantic Financial Group	Your Thriving Practice
PR Campaign of the Year	Jackson National Life Insurance	Advanced Planning Team
	Modern Life	Insurance Experience Transformation
Thought Leadership	Nassau Financial Group	Living Longer and Living Better
<b>MARKETING   PR FIRMS</b>		
Chief Executive Officer of the Year	FiComm Partners	End-to-End Podcasting Solution
PR Campaign of the Year	Intention.ly	2-day Masterclass
	Three Crowns Copywriting & Marketing	The Holisticplan 10K Challenge
Thought Leadership	FiComm Partners	SEC Marketing Rule Update
	Haven Tower Group	Quad A
Thought Leadership	Keramas	Defined Outcome ETFs
	Lyceus Group	F/m Investments Suite of ETFs
<b>RETIREMENT INCOME</b>		
401(k) Service	Allianz Life	Advisory Solutions
401(k) Technology	RISA	Retirement Income Planning
	TruStage	Secure Future Program
Aggregators > CEO of the Year	Candidly	Student Loan Retirement Match Program
	Intellcents	Worksite Financial Planning Program
	LeafHouse	InvestGrade
	Morningstar Investment Management	Personal Target-date Funds
	Pontera	Professional 401(k) Management
	401(k) Technology	Enterprise Value Education
	Wisdom Rhino Group	Retirement Plan Marketplace
	BidMoni	Student Loan Retirement Match Program
	Candidly	Goal Booster and Emergency Savings
	Fidelity Investments	reallocate! API-based Software
Aggregators > CEO of the Year	LeafHouse	Professional 401(k) Management
	RPAQ	Rollover Analyzer
Broker-Dealers - Wealth and Retirement Integration	Marsh McLennan Agency	Craig Reid
	RPAQ	Vince Giovinazzo
DCIO Providers > Advisor Value Added Programs	SageView Advisory Group	Randy Long
	Strategic Retirement Partners	Jeff Cullen
In-plan Retirement Income - Product or Service	Advisor Group	Generation (k)ultivate
	Cambridge Investment Research	RPA Program
Record Keepers > Retirement Plan Advisor Support	Morgan Stanley	Corporate Retirement Portal
	UBS	Central Sales and Service Model
Thought Leadership	Franklin Templeton	Voice of the American Worker Program
	Putnam Investments	DCIO Visualizer Suite
Thought Leadership	Stadion Management	Managed Accounts Insights Series
	Allianz Life	Lifetime Income+
Thought Leadership	Annexus Retirement Solutions	ARDX Platform
	Edelman Financial Engines	Income Beyond Retirement
Thought Leadership	Income America	Protected Retirement Service
	PensionPlus	Personalized Retirement Income Service
Thought Leadership	John Hancock	Prospect Finder
	John Hancock	Helping with SECURE Act 2.0
Thought Leadership	Nationwide	Capital Cost Comparison Calculator
<b>SUCCESSION/OWNERSHIP TRANSITION SERVICES - NON-CUSTODIAN/BROKER-DEALER</b>		
TAMPs	DeVoe & Company	Valuation Services
	Hightower Advisors	Center for Leadership
Thought Leadership	Succession Resource Group	Advisor M&A and Equity Update
	The AmeriFlex Group	SuccessionFlex
<b>TAMPs</b>		
Model Marketplaces	Amplify Technology	Tax Loss Harvesting
Thought Leadership	FusionIQ	Digital Model Marketplace
	SMARTX Advisory Solutions	Model Comparison Tool in Model Marketplace
Thought Leadership	The Pacific Financial Group	Strategy PLUS SDBA Model Portfolio Program
	AssetMark	Digital Solutions for Middle-back Office
Thought Leadership	FusionIQ	finTAMP
	GeoWealth	modern TAMP
<b>TECHNOLOGY PROVIDERS</b>		
Account Aggregation	Blueleaf	Aggregation as a Service
Alternative Investment Platforms	Method Financial	API for Personal Debt Consolidation
	Wealth Access	Data Aggregation and Unification Platform
Thought Leadership	AltExchange	Advisor Vue
	Broadridge	Alternative Investments Hub
Thought Leadership	CAIS	Custom Funds
	Canoe Intelligence	Canoe Connect & Canoe Intelligence
Thought Leadership	iCapital	New Products and Capabilities
	Opto Investments	Private Investment Recommendation Wizard
Thought Leadership	TIFIN Private Markets	Democratizing Access to Alts
	Alphathena	AI Workflow and Personalization
Thought Leadership	Atlas Point	AI-Powered Business Insights
	CogniCor Technologies “CogniCor”	AI Enabled Meeting Assistant
Thought Leadership	DFD Partners	AI-based Distribution Platform
	HedgeSPA	Graph Neural Network and Quantum AI Application
Thought Leadership	Pulse360	AI Writer
	CogniCor Technologies “CogniCor”	AI Client Maintenance Assistant
Thought Leadership	eMoney Advisor	Solvers in Decision Center
	Panoramix	Annual Amendment Automation
Thought Leadership	Pulse360	1-click Automation
	Flourish	RIA Program
Thought Leadership	MaxMyInterest	Embedded Cash Management Platform
	Apex Fintech Solutions	Bill Capuzzi
Thought Leadership	Asset-Map	H. Adam Holt
	CAIS	Matt Brown
Thought Leadership	iCapital	Lawrence Calcano
	Mirador	Joe Larizza
Thought Leadership	Nitrogen	Aaron Klein
	Smarsh	Kim Crawford Goodman
Thought Leadership	Snappy Kraken	Robert Sofia
	Vestwell	Aaron Schumm
Thought Leadership	Wealth Access	David Benskin
	CAIS	Abby Salameh
Thought Leadership	Docupace	Ryan George
	Nitrogen	Craig Clark
Thought Leadership	Snappy Kraken	Ange Gonzalez
	Apex Fintech Solutions	Onboarding Edge
Thought Leadership	Orion Advisor Solutions	Automated Account Solution
	AssetBook	Valian
Thought Leadership	Mirador	Gateway, by Mirador
	SS&C Black Diamond Wealth Platform	Client Experience
Thought Leadership	Wealth Access	Client Portal
	Hearsay Systems	Testimonial Management System
Thought Leadership	Orion Advisor Solutions	Share Class Monitoring
	Presults	Email Monitoring and Archiving
Thought Leadership	SIGNIX	FINRA Compliance Lock
	Smarsh	Professional Archive
Thought Leadership	Smartira	Compliance Management Platform
	Orion Advisor Solutions	Redtail Campaigns
Thought Leadership	WealthHub Solutions	Trust and UHNW-specific CRM
	Charles River Development	Tailored Portfolio Solutions
Thought Leadership	Interactive Brokers	Custom Indexing for RIAs
	Orion Advisor Solutions	Backstop Custom Indexing Technology
Thought Leadership	RowboatAdvisors	Tax Simulator for Direct Indexing
	Vestmark	VAST
Thought Leadership	Apex Fintech Solutions	Culture and DEI Workshop
	Broadridge	AIFP Designation Diversity
Thought Leadership	Chair	Voice
	DFD Partners	AI-based Distribution Platform
Thought Leadership	SEI	Inclusion in Wealth Management
	Canoe Intelligence	Canoe Connect & Canoe Intelligence
Thought Leadership	FutureVault	Digital Vault
	Laserfiche	Intelligent Data Capture
Thought Leadership	Wealth Access	Digital Document Vault
	CogniCor Technologies “CogniCor”	AI Enabled Meeting Assistant
Thought Leadership	FP Alpha	Estate Planning Snapshot
	Method Financial	API for Personal Debt Consolidation
Thought Leadership	Nitrogen	“Check-ins” Coaching Tool
	Orion Advisor Solutions	Orion Befi
Thought Leadership	Sunmi Wealth Systems	Wealth Journey
	VRGL	CAPM & R Tool
Thought Leadership	BridgeFT	WealthTech API
	Capintel	Seamless ESG Metrics
Thought Leadership	Elements Technology	Financial Assessment Software Platform
	Ernestnet	Wealth Data Platform
Thought Leadership	FactSet	Intelligent Prospecting
	Halo Investing	Protective Investment Solutions
Thought Leadership	Invent	PaaS Digital Ecosystem
	Practifi	Propel
Thought Leadership	Vanilla	Estate Advisory Platform
	Zoe Financial	Wealth Platform
Thought Leadership	Catchlight	Lead Engagement Platform
	FMG Suite	Lead Generation and Business Growth Program
Thought Leadership	Orion Advisor Solutions	Redtail Campaigns, Befi2D and Proposal Generation
	Snappy Kraken	Freedom360 campaign
Thought Leadership	Adhesion Wealth Advisor Solutions	AMX
	Charles River Development	Wealth Hub
Thought Leadership		