LEADERSHIP PROFILE

BARTON C. FRANCIS, MST, CFP®, CIMA®
MANAGING DIRECTOR

"Because we are planning for the long term, the greatest and most satisfying evidence of effectiveness occurs when the next generation of client families is as pleased as the initial client generation."

Bart Francis is a Managing Director at Oxford Financial Group, Ltd. In this role, Bart brings his deep technical, business and experiential background in financial, estate, trust and tax planning to develop and monitor creative strategies for multi-generational families of significance to help them enhance and preserve their wealth.

Prior to joining Oxford, Bart spent over a decade at Bessemer Trust as a Senior Client Advisor. He directly managed forty family relationships and served as the lead planner delivering investment, estate, trust, philanthropic and family governance services to client families. He started out in public accounting and was a partner at both Ernst & Young and PricewaterhouseCoopers.

On the national level, Bart served on the CFP Board of Governors for four years and was Chair during 2006. He served three years as a fiduciary on the Investments Committee of the American institute of Certified Public Accountants, overseeing $400 million in qualified retirement plans and corporate investment funds. He served as an instructor for the American Institute of CPA's Personal Financial Planning Certificate of Educational Achievement program and co-authored the course on retirement and estate planning.

A graduate of Virginia Tech, Bart holds a bachelor's degree in accounting and a master of science degree in taxation from Widener University. He earned the CERTIFIED FINANCIAL PLANNER™ designation from the Certified Financial Planner Board of Standards and also maintains the Certified Investment Management Analyst® (CIMA®) certification granted by the Investments & Wealth Institute.

Bart resides with his wife Diane and their three dogs (numbers always subject to change). Their children are grown and live in Austin, Texas and Vienna, Virginia. Bart and his family enjoy travel, food, wine and exercise.

The Master of Science in Taxation (M.S.T.) program is a graduate degree program specifically designed for certified public accountants and other tax professionals in the areas of conceptual understanding and technical competence. Certified Financial Planner™ professionals are licensed by the CFP® Board to use the CFP® mark. CFP® certification requirements include: bachelor's degree from an accredited college or university, completion of the financial planning education requirements set by the CFP® Board (www.cfp.net), successful completion of the CFP® Certification Exam, comprised of two three-hour sessions, experience requirement: 6,000 hours of professional experience related to the financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements, successfully pass the Candidate Fitness Standards and background check, agree annually to be bound by CFP® Board's Standards of Professional Conduct and complete 30 hours of continuing education every two years, including two hours on the Code of Ethics and Standards of Professional Conduct. The Certified Investment Management Analyst® (CIMA®) designation awarded by the Investments and Wealth Institute demonstrates certification in portfolio construction, focusing on asset allocation, due diligence, risk measurement, investment policy and performance measurement. Candidates for the program must complete an executive education program through an approved education provider and successfully complete the certification exam. CIMA designees are required to complete 40 hours of continuing education every two years. OFG-2404-19