

Ronald Long



**Senior Vice President
Director, Elder Client Initiatives
Elder Center of Excellence**

Ronald C. Long currently is the Director of Elder Client Initiatives, reporting to the Control Executive of Wells Fargo Advisors, LLC. In this role, he works to help the firm stay abreast of the changing regulatory environment and issues related to the aging client. He frequently meets with securities regulators, adult protective services, and others overseeing the brokerage industry and elder clients. Since 2006, Ron has taken a leading role in the securities industry in reviewing how it engages its older clients. He has spoken at numerous conferences for those in financial services as well as at meetings sponsored by the Institutes of Medicine, American Society on Aging, and the White House Conference on Aging to name a few. He has given numerous interviews on elder financial abuse to the financial media and other mainstream publications.

Before joining Wells Fargo Advisor's predecessor Wachovia Securities, Ron was District Administrator of the Securities and Exchange Commission's Philadelphia District Office and worked as a Counselor to Chairman Arthur Levitt. Ron started his legal career as an associate with the San Jose, California law firm of Hoge, Fenton, Jones and Appel, Inc. He is a graduate of Williams College and received his law degree from Georgetown University Law Center.

Ron enjoys travel, having visited all 50 state capitols and all 7 continents. He golfs when the weather is warm, enjoys movies, dining out and reading as he leads a book club at Wells Fargo Advisors.