



AssetMark Welcomes Kian Rafia, New Senior Managing Director of Strategic Accounts

Concord, Calif.—September 3, 2020—[AssetMark](#) (NYSE: AMK) today announced that Kian Rafia has joined the company to further grow the firm’s enterprise relationships with broker-dealers and OSJs as Senior Managing Director of Strategic Accounts.

Mr. Rafia brings over 20 years of experience leading strategic and transformational growth for wealth management firms, working exclusively with RIAs, multi-family offices, broker-dealers, wirehouses, and OSJs. “We’re delighted to have Kian join our team,” said Michael Kim, Chief Client Officer of AssetMark. “He’s an extraordinarily talented executive/leader with proven ability to develop and execute comprehensive strategies that address the unique needs of broker-dealers and the advisors they serve.” In his role at AssetMark, Mr. Rafia will be responsible for deepening and growing the strategic relationships AssetMark has with broker-dealer firms, as well as leading the Strategic Accounts team.

Mr. Rafia has an impressive track record of managing growth initiatives across the broker-dealer and wealth management industry, and comes to AssetMark from d1g1t, an end-to-end digital wealth management platform provider, where he served as a consultant and Head of U.S. Distribution. Prior to that, he was EVP, Head of Advisor Solutions at Morningstar, and held senior level roles at Independent Financial Group, Cetera, and LPL. “I’m thrilled to join the AssetMark team and build upon the firm’s strong relationships,” said Rafia. “We have some exciting plans to drive growth and engagement in the future and I’m eager to get started.”

About AssetMark Financial Holdings, Inc.

AssetMark is a leading provider of extensive wealth management and technology solutions that power independent financial advisors and their clients. Through AssetMark, Inc., its investment adviser subsidiary registered with the U.S. Securities and Exchange Commission, AssetMark operates a platform that comprises fully integrated technology, personalized and scalable service, and curated investment solutions designed to help advisors and their clients thrive. AssetMark had \$63.2 billion in platform assets as of June 2020 and has a history of innovation spanning more than 20 years. For more: [assetmark.com](https://www.assetmark.com).

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Source: AssetMark, Inc.

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