

T.Rowe Price

T. ROWE PRICE MOVES TO DEEPEN AND EXPAND ENGAGEMENT WITH WEALTH ADVISORS

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The firm is strengthening advisor relationships with notable growth across field sales teams, wealth leadership, and product specialists

BALTIMORE, Oct. 14, 2026 /PRNewswire/ -- T. Rowe Price, a global investment management firm and a leader in retirement, is increasing the capacity of its U.S. Intermediaries Wealth Management business to deepen and expand advisor engagement and relationships. In today's evolving marketplace, where client needs are becoming increasingly complex and personalized, advisors are seeking more specific and targeted service. In response, T. Rowe Price is expanding its field sales coverage, growing its wealth leadership and product specialist teams, and enhancing how the firm connects advisors with thoughtfully developed resources, broad product expertise, and specialized support.



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This growth underscores T. Rowe Price's ongoing commitment to aid advisors as business models and investor priorities evolve. With an expanded footprint and strategic enhancements underway, the firm intends to further support advisors and their clients with access to tailored and relevant expertise and offerings, including: tax-optimized drawdown strategies; customizable resources, including Portfolio Construction Solutions and custom model portfolios; a full range of investment products, including alternative investments, separately managed accounts (SMAs), and actively managed exchange-traded funds (ETFs); and research-rich insights, practice management guidance, and thought leadership designed to help advisors grow their businesses and strengthen client relationships.

"Financial advisors are operating in a rapidly changing marketplace," said Kevin Collins, head of T. Rowe Price U.S. Intermediaries (USI). "They're helping clients navigate more complex markets, extreme equity market concentration, and a dynamic interest rate environment, all against clients' growing needs for more tailored wealth solutions. We've built strong momentum across our Wealth business in recent years, but we see opportunity to do more. By significantly expanding our field sales coverage, growing our leadership, and continuing to enhance the products, insights, and support services we bring to market, we are better positioned to help advisors solve for the challenges they and their clients face today."

T. Rowe Price has been in the process of adding more than 50 new client-facing roles in broker-dealer and registered investment advisor (RIA) field sales, as well as to the alternatives, ETF, and model portfolio specialist teams. These additions also include two executives for new strategy-focused national account leadership roles within the wealth management channel, reporting to Co-Head of Wealth Management within USI Annie Brown: Kevin Johnson joined the firm as head of wealth research and Ryan Bauer joined as head of RIA enterprise national accounts.

- Johnson is leading the firm's wealth research strategy, driving the strategic engagement with manager research teams and discretionary model teams about T. Rowe Price's range of investment strategies and capabilities. In this role, Johnson is working with manager research teams and model teams across channels and platforms to cultivate new distribution relationships. He joins T. Rowe Price with more than 30 years of industry experience, having most recently served as head of platform distribution at Allspring Global Investments.
- Bauer is responsible for T. Rowe Price's strategy development and execution across its largest and most complex RIA relationships, including Enterprise RIAs. Bauer joins the firm with more than 15 years of industry experience, most recently serving for 12 years in the asset management business of Deutsche Bank, DWS Group. His background covers a range of industry distribution channels, including RIA enterprise, Outsourced Chief Investment Officer (OCIO), independent broker-dealers, and banks.

ABOUT T. ROWE PRICE

T. Rowe Price (NASDAQ-GS: TROW) is a leading global asset management firm, entrusted with managing \$1.86 trillion in client assets as of September 30, 2026, about two-thirds of which are retirement-related. Renowned for nearly 90 years of investment excellence, retirement leadership, and independent proprietary research, the firm leverages its longstanding expertise to ask better questions that can drive better investment decisions. Built on a culture of integrity and prioritizing client interests, T. Rowe Price empowers millions of investors worldwide to thrive amidst evolving markets. Visit [troweprice.com/newsroom](https://www.troweprice.com/newsroom) for news and public policy commentary.

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