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## **Northwestern Mutual Welcomes Justin Boeving to Socium Advisors**

*Boeving and team come from Athletes Advantage Financial, where they oversee \$80M in assets*

**St. Louis, MO – January 10, 2023** – Northwestern Mutual is proud to announce Justin Boeving joined St. Louis-based Socium Advisors as its fourth partner. Boeving and the Fayetteville, AR-based Athletes Advantage Financial team officially joined Socium on January 1.

“We at Socium are elated to welcome Justin and his team to Northwestern Mutual,” said Scott Underwood, founder and CEO of Socium Advisors. “Justin’s extensive success helping clients reach their financial goals is a testimony to his vast knowledge of his clients and the industry. We look forward to the continued growth of Socium Advisors with Justin on our team.”

With over 15 years of experience in the finance industry and more than 250 clients, Boeving built a successful career by narrowing his focus and becoming one of the foremost experts in financial planning for collegiate and professional (NFL, NBA, MLB, and Olympic) athletes. Boeving joins Underwood, Tripp Kelly, and Michelle Magner as Socium partners, adding to the near 70 years of combined financial industry experience already represented.

“My clients have always been my top priority – and I’m confident that by joining Socium Advisors, I will be able to better serve them,” said Boeving. “I’m grateful for the support Northwestern Mutual has provided to myself and my team, and I’m looking forward to new opportunities as a part of the Socium team.”

The addition of Boeving’s team gives Socium Advisors more than \$1.4 billion in assets under management. Socium now has offices in St. Louis, MO, Fayetteville, AR, and McLean, VA, outside Washington, D.C.

For more information about Northwestern Mutual, visit <http://www.northwesternmutual.com/> or visit the [Socium Advisors](#)’ website for more info on the firm.

### **About Northwestern Mutual**

Northwestern Mutual has been helping people and businesses achieve financial security for more than 165 years. Through a holistic planning approach, Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to help its clients plan for what's most important. With more than \$570 billion in combined company and client assets, \$34 billion in revenues, and \$2.1 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to nearly five million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. Northwestern Mutual ranked 97 on the 2022 FORTUNE 500 and was recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2022.

Justin B Boeving, Herbert Valentine Kelly III, Haig Aram Kondayan, Scott Preston Underwood, Adam Gilmore, Bevan P Gourley, Adam Benjamin Heath, Michelle L Magner and Siddharth Subramanyam use Socium Advisors as a marketing name for doing business as representatives of Northwestern Mutual. Socium Advisors is not a registered investment adviser, broker-dealer, insurance agency or federal savings bank. Justin B Boeving, Herbert Valentine Kelly III, Haig Aram Kondayan, Scott Preston Underwood, Adam Gilmore, Bevan P Gourley, Adam Benjamin Heath, Michelle L Magner and Siddharth Subramanyam provide investment advisory services as Advisors of Northwestern Mutual Wealth Management Company® (NMWMC), Milwaukee, WI, a subsidiary of NM and federal savings bank. Justin B Boeving, Herbert Valentine Kelly III, Haig Aram Kondayan and Scott Preston Underwood are Agents of Northwestern Long Term Care Insurance Company, Milwaukee, WI, (long-term care insurance) a subsidiary of NM. Justin B Boeving, Herbert Valentine Kelly III, Haig Aram Kondayan, Scott Preston Underwood, Adam Gilmore, Bevan P Gourley, Adam Benjamin Heath, Michelle L Magner and Siddharth Subramanyam provide investment brokerage services as Registered Representatives of **Northwestern Mutual Investment Services, LLC (NMIS)**, a subsidiary of NM, registered investment adviser, broker-dealer and member FINRA ([finra.org](http://finra.org)) and SIPC ([sipc.org](http://sipc.org)). Justin B Boeving, Herbert Valentine Kelly III, Haig Aram Kondayan, Scott Preston Underwood, Adam Gilmore, Bevan P Gourley, Adam Benjamin Heath, Michelle L Magner and Siddharth Subramanyam are Insurance Agents of NM.

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### **About Socium Advisors: Socium (n) – partner, ally**

At Socium, we derive our name from what we care about the most: building genuine partnership. To us, this extends far beyond meetings or business transactions. From outcome-based planning, to sufficient risk protection, to long-term goal funding, we're passionate about paving the way to prosperous futures for our clients and mutual accountability along the way. Together, our in-house team and network of national affiliates combine decades of industry experience with a diverse set of skills to ensure that the ways we serve our clients reflect their intentions, input, and needs. Our comprehensive approach focuses on seven interconnected components, all of which are vital to a complete financial blueprint. This approach allows our clients to have the best experience in every area from one cohesive source. Socium Advisors is recognized as an industry leader having been named Baron's "Top 1200 Financial Advisors" in 2019, 2020, 2021 and 2022.

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