

**For Immediate Release**

**Sorrento Pacific Financial Adds Senior Vice President Bob Spadafora**

**Spadafora to cover Northeast Regional bank programs for SPF**

**SAN DIEGO and BOSTON – Mar. 3, 2010** – Sorrento Pacific Financial, LLC, (SPF), a full-service broker dealer and Registered Investment Adviser providing customized investment, wealth management and insurance solutions to the financial industry, announces Bob Spadafora has joined the firm as senior vice president.

Spadafora will direct bank investment program recruitment in the U.S. with a concentration in the Northeast region. Based in Massachusetts, he will work with SPF's business development team to expand the broker dealer's national footprint among banks with both startup and existing programs and guide them to greater profitability. Spadafora has an extensive background with expertise in successful program development, having served as president and CEO of Independent Financial Marketing Group, a third party marketing subsidiary of Liberty Securities, and as vice president of State Street Bank in Boston.

While many financial service companies are downsizing their business development staff, SPF is bucking the trend and actively building.

"We are aggressively pursuing recruitment of programs and advisors," said Valorie Seyfert, president and CEO of SPF. "We are pleased to count Bob as our newest business development executive. The investment programs he directs will benefit from his veteran experience in banking sales, insurance and program integration. His knowledge and skill are valuable additions to our team."

Spadafora's target market is regional and community banks with assets ranging from \$500 million to \$15 billion. He believes these banks will be attracted to the company's comprehensive technology set and experienced management team.

"SPF's technology is a major differentiator and true advantage that has banks across the country taking a serious look at us," Spadafora said. "It is massively efficient due to automation and insightful technology tools. SPF is on the leading edge of advancements that will help banks grow their wealth management programs exponentially. I'm looking forward to positioning them as a leader in the bank channel using their technology as a differentiator, plus I've got a great management team to back that up."

Spadafora met SPF executives five years ago and kept in contact during that time. Upon getting to know the SPF senior management and staff at the company's San Diego headquarters, he knew his clients would benefit from having a relationship with them.

"I was impressed with their talent, their camaraderie and the whole organizational structure," said Spadafora. "I knew if I could feel that good about working with them personally, then I could feel

confident that every bank I introduced to SPF would profit from this advanced, successful and supportive organization.”

Community and regional banks interested in developing or expanding their investment and insurance programs can reach SPF’s West coast headquarters at 888.805.5585 or online at [www.sorrentopacific.com](http://www.sorrentopacific.com).

### **About Sorrento Pacific Financial Services, LLC**

Established in 2005, [Sorrento Pacific Financial, LLC](http://www.sorrentopacific.com) (Member FINRA/SIPC) is a full-service broker dealer offering customized investment and insurance solutions, training and program development support to the banking industry and the independent channel. Headquartered in San Diego, SPF works with more than 85 community banks nationwide and holds a strategic alliance with ICBA Financial Services. SPF offers expertise in key areas including retirement services, wealth management, and fee-based and insurance products for both individuals and business customers, and provides a fully-electronic account management system for advisors. For more information, call toll-free 888.805.5585, extension 7915, or visit [www.sorrentopacific.com](http://www.sorrentopacific.com).

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