

## **Rockefeller Capital Management Announces Partnership with PGA Tour Golfer Keith Mitchell**

*Mitchell to debut the Rockefeller Capital Management brand at Sony Open in Hawaii this weekend*

New York - Rockefeller Capital Management ("Rockefeller" or the "Firm"), an integrated financial advisory firm, today announced a partnership with PGA Tour player Keith Mitchell.

As part of the sponsorship, Mitchell, a Chattanooga, Tennessee native and University of Georgia graduate, will be seen wearing the Rockefeller Capital Management logo, including the complementary "R." icon, at PGA Tour events throughout the year, starting with the Sony Open in Hawaii today.

"Keith's approach on the course aligns with our firmwide culture, thoughtful planning, problem solving and strategic execution," said Chris Randazzo, President of Private Wealth Management for Rockefeller Capital Management. "This sponsorship goes beyond our logo on Keith's shirt - it's about strengthening our relationships and deeply serving our clients in new and unique ways."

Marking Rockefeller's first-ever sponsorship of an athlete, the two-year, multipronged relationship illustrates the synergy of both parties as they represent excellence, performance and innovation in the pursuit of success in their respective fields. Mitchell will participate in Rockefeller's engaging and educational client events and serve as ambassador for the brand, while Rockefeller clients will have unique access to PGA Tour events.

"I am humbled and excited to represent both the Rockefeller brand and the values that we share," said Mitchell. "As someone who has to thoughtfully consider wealth preservation, diverse income streams, my own foundation structure and tax strategies due to the many states and countries I compete in, I fully support the firm's approach to financial planning."

The partnership is part of a broader plan to promote the Rockefeller brand while providing unique opportunities to engage employees and clients alike, given the confluence between golf fans and Rockefeller's employees, current clients and prospects.

"It's quite serendipitous that Keith joined the PGA Tour in 2018 - the same year our firm was established," added Tim O'Hara, President of the Family Office of Rockefeller Capital Management. "While we strive for success on behalf of our clients, we understand that planning is a key component of every holistic plan. We are thrilled to have an ambassador like Keith who lives this philosophy on and off the course."

### **About Rockefeller Capital Management**

Rockefeller Capital Management is a leading independent, privately-owned financial services firm offering global family office, asset management and strategic advisory services to ultra-high-net-worth individuals and families, institutions, and corporations.

### **Contacts**

Kelly Whalen

[kwhalen@prosek.com](mailto:kwhalen@prosek.com)

857-301-9936