



With a doctorate in cognitive psychology and three decades of experience in wealth management, Victoria Collins brings unique expertise in coaching executives to address challenges and reach goals.

Dr. Collins helped found First Foundation Inc., a comprehensive wealth management firm which today manages approximately \$2 Billion and offers banking and trust services as well. She currently serves on First Foundation's Board of Directors.

Named among the "Nation's 100 Most Exclusive Wealth Advisors" by Robb Report and for six consecutive years among the "250 Best Financial Advisors in the USA" (Worth Magazine), Victoria was also honored with the Orange County Business Journal's "Outstanding Women in Business Award."

Dr. Collins has authored or co-authored six books on managing wealth and building legacy families. Her most recent book – Best Intentions, Ensuring that Your Estate Plan Delivers Both Wealth and Wisdom – addresses a question most of us share – how do we pass along our values. Victoria has been interviewed on major network radio and TV shows including Good Morning America, Bloomberg; CNBC, MSNBC and CBS's news affiliates and in publications such as The Wall Street Journal, USA Today, Money, Business Week, Investor's Business Daily, The Los Angeles Times, The New York Times and The Orange County Register.

Victoria is a charter member of the Center for Investment and Wealth Management at the University of California Irvine. She served on the board of Orange County's United Way and is a founding member of United Way's Women's Philanthropy Fund and a founding member of WISE (Women Investing in Security and Education). She served on the Board of Human Options, and is a supporter of the Orange County Community Foundation.