

Nicole Perkins

Partner, Director of Business Development & Marketing

As Director of Business Development & Marketing, Nicole fosters connections with individuals and families seeking innovative client-centric solutions and a bespoke approach to wealth management.



Nicole spearheads the firm's initiatives to expand its clientele and enhance its market presence through strategic planning and innovative marketing strategies. A critical part of her role is ensuring the firm's measured growth remains aligned with its client centric focus. As Partner & member of Gresham's Operating Committee, Nicole serves alongside the CEO, President and Chief Human Relations Officer to shape the firm's direction, nurture culture, and manage overall operations.

With over 30 years of experience as an attorney, personal advisor, and financial executive, Nicole has a deep understanding of the wealth management landscape. As an author and speaker, Nicole contributes to prominent publications and platforms in the financial industry.

Prior to joining Gresham in 2021, Nicole spent nine years in leadership roles at the PNC Financial Services Group, including as Executive Vice President. As the Managing Executive of Hawthorn, PNC Family Wealth, Nicole led PNC's Ultra High Net Worth wealth management and investment advisory services, with investment assets of \$32 billion across 8 regional offices for 700 client families.

Nicole began her career on Madison Avenue in the advertising industry at D'Aarcy, Masius, Benton & Bowles. Following graduation from law school in 1996, she practiced trust and estate law with Morgan Lewis, before establishing her own practice in 2003. Throughout her career, Nicole also held a leadership role in her family's closely held business in New York City.

In her leisure time, Nicole spends time with her husband and children and indulges in her love for travel, especially to Italy where extended family lives.



EDUCATION BACKGROUND

- B.A., Communications, University of Pennsylvania, Annenberg School of Communications
- J.D., University of Pennsylvania Law School



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