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PEOPLE

Apriem Advisors Names Landon Yoshida as Partner

Apriem Advisors, an wealth management firm, has promoted Landon Yoshida, to principal and vice president of wealth management. Yoshida started with Apriem in 2011 as a wealth manager after working at a large investment firm as an adviser.

"He is an invaluable asset to our team as well as his clients," said Harmon Kong, chief wealth manager and founding principal of Apriem Advisors. Yoshida was an integral part of Apriem's recent 20 percent year-over-year organic growth. He leads the firm's Refinery Retiree Practice, fueled by current or soon-to-be retirees from ExxonMobil's refinery operation in Torrance, now Torrance RefiningCo. Yoshida began this program a decade ago and has honed the model so successfully that it will be expanded to serve Southern California's growing population of retirees in the aerospace sector, Kong said.

"The expansion of this practice into other industrial retiree segments is a significant step in Apriem's growth strategy," Kong said. "Under Landon's leadership, we look forward to adding new clients and serving them with the highest degree of integrity." Apriem manages assets for about 350 families worldwide, totaling more than \$500 million in assets under management.