
FOR IMMEDIATE RELEASE

Contact: Michael Leist

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Judith Vicks Sweet, Partner and Chief Financial Officer of Strategic Financial Services, is pleased to announce that Michael Leist has joined the firm to lead business development and marketing efforts. Additionally, he will help bolster the firm's communications platform to provide timely updates and deliver original content to inform, to educate and to keep Strategic clients up-to-date on important developments shaping the investment world.

Prior to joining Strategic, Mike was an associate and member of the investment team at Monument Group, a Boston-based firm specializing in the marketing and placement of alternative investment opportunities.

"I am thrilled to be returning home to Utica to join a firm that has been a staple in this industry and the CNY community for over 30 years. With a unique blend of seasoned executives and young, energetic talent, the firm is positioned to continue providing the highest quality of service to our clients for generations to come," said Leist.

Mike is a graduate of Tufts University where he received his B.A. in Economics. He holds series 7 and 63 securities licenses.

"Mike's experience in Boston will be perfect for Strategic. He has the necessary expertise to bring us to a new level in providing transparent and timely information to our clients, along with using current technology to grow and enhance the firm," said Sweet.

Strategic Financial Services is an independent investment management firm that manages and advises on over \$800 million in assets for individuals, businesses, and not-for-profit organizations. Areas of expertise include asset management, financial planning, and company sponsored retirement plans.

Company headquarters are located at 114 Business Park Drive, Utica, New York with additional offices in Syracuse, NY and West Palm Beach, Florida. For more information call 315.724.1776 or visit us at www.investstrategic.com

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