ROBERSON Cameo

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SPEAKER | BUSINESS COACH & OPERATIONS CONSULTANT

Cameo Roberson has become a beacon in the financial planning and advisory space. As the founder of Atlas Park Consulting, she tirelessly provides guidance to entrepreneurial advisors, wealth partners, and registered investment advisory firms on operations and management, business planning, and developing better programs for people, processes, and technology. Furthermore, Cameo has greatly impacted the financial planning profession through her contributions to **US News & World Report** publication since 2021.

Cameo is incredibly passionate about teaching advisors how to optimize their operations for maximum productivity, performance and profitability. She helps them overcome business management overwhelm through the implementation of systems that help increase capacity to work with more clients. Cameo shares more in an XYPN Radio Podcast episode. **Listen Here**

There are countless reasons why Cameo is a coveted speaker. Attendees have lauded her for her down-to-earth personality, captivating presentations, inspiring keynotes, and easily digestible workshops. Every Cameo-led presentation is the perfect balance between humor and realness which has successfully elevated firms to their highest levels of success.

She focuses on giving practical tools and actionable advice based on what she has experienced over 15 years in the industry. Her passion-driven approach has been highly effective in helping advisory firm owners stop dreaming, start doing and grow profitable businesses.

Cameo has an impressive track record. She has been utilized as a reliable resource on increasing productivity, performance, and profitability within the industry, and her authority on the subjects is reflected through her numerous interviews with reputable publications such as

Financial Planning · Journal of Financial Planning · Forbes · WealthManagement.com · Investor's Business Daily

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“THE BIGGEST SHIFT IN LIFE HAPPENS WHEN YOU BELIEVE YOU CAN. TAKE A CHANCE ON YOURSELF, YOU’RE WORTH IT.”

– Cameo Roberson



LIST OF AWARDS OF ACCOLADES

- Cameo Roberson was named one of three Rising Stars as part of the inaugural 2018 InvestmentNews Excellence in Diversity & Inclusion Awards, chosen among 150 nominations.

LIST OF ACCOMPLISHMENTS

- Co-Founded the Diversity, Equity & Inclusion Initiative at The National Association of Personal Financial Advisors (NAPFA)
- Master Storyteller Designation from the Master Storyteller Academy

LIST OF PUBLICATIONS

- US News & World Report
- Advisor Perspectives

PREVIOUS CLIENTS

FPA

Financial Planning

NAPFA THE POWER OF TRUST

WIFS WOMEN IN INSURANCE & FINANCIAL SERVICES

XY PLANNING NETWORK

FPA NorCal Conference

Lincoln Financial Group®

African American Financial Professional Network

UCSC Silicon Valley Extension PROFESSIONAL EDUCATION



ATLAS PARK

CONSULTING & FINANCE

SPEAKING TOPICS

- How to Redirect Focus, Increase Drive & Create Lasting Impact
- 30 Strategies To Attract 30 Prospects In 30 Days
- How To Take Strategic Planning All The Way To The Bank
- 3 Techniques To Skyrocket Your Firm Growth

EXPECTED OUTCOMES FOR PARTICIPANTS

- Experience engaging, interactive and actionable live or virtual events
- Quickly implement practical tools, tips and solutions to unlock your growth plan
- Learn practice management strategies 65% of highest growth advisors use to drive revenue



Testimonials



"Cameo is a wealth of knowledge! She gets advisors and how to help them create efficiencies and get better at the things that advisors usually struggle with–organization, practice management-so they can have more time to do the things they're best at. She's a great speaker and an awesome partner."

– Alanah Phillips
President of Women in Financial Services

"Cameo gave a presentation to our LeadHership group on 3 Strategic Planning Steps to Create Actionable KPIs which was info-packed, inspirational and provided immediate action steps. This was a topic that I thought I already knew about and was not implementing, and after Cameo's talk I was far more educated and immediately implemented my own KPIs based on a template she gave us, and for the first time ever saw my monthly sales goal met by the middle of the month."

– Rachel Leroy
Founder of HipMaps

"Cameo is one of our highly recommended Purse Strings Approved Professionals. She recently presented to one of our esteemed partners LeadHership Global on the topic of creating and implementing KPIs for business growth. The presentation was informative, applicable, and insightful. Many commented on the usefulness and need of this important topic in which Cameo provided her expert insight and knowledge. It was an honor to promote Cameo to this valued partner. She's an outstanding and knowledgeable entrepreneur and consultant."

– Dr. Barbara Provost
Founder of Purse Strings LLC.

CONTACT Cameo TODAY!

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