

Beyond the Portfolio: Modern American Advisor Reimagines Financial Media

Think GQ or Vogue for financial media: MAA brings business intelligence, leadership, culture and experiences together for the modern advisor.

NEW YORK, NY, UNITED STATES,
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-- [Modern American Advisor](#) today

formally introduced its broader vision as a premium U.S. media, intelligence and influence platform created for the advisors, firms and organizations shaping the future of financial advice.

**Modern
American Advisor**
EMPOWERING. ELEVATING. EXCELLING.

“

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Alex Sullivan

Launched in March 2026, Modern American Advisor is built around a distinct premise: financial services provides extensive information about markets, investments and managing client wealth, but far less attention is given to the business responsible for delivering that advice or the broader interests of the people building those businesses.

The company recognizes advisors as consumers of media whose interests extend across business, leadership,

technology, culture, professional development and experiences. Its approach combines the rigor of financial journalism with the broader perspective of premium consumer publishing.

“Financial advice is changing, but much of the media serving the industry still begins and ends with markets, products and assets,” said Alex Sullivan, Founder and CEO of Modern American Advisor. “We created Modern American Advisor to examine the broader picture: the people building these firms, the business decisions shaping them and the ideas, resources and experiences influencing what comes next.”

A Modern Platform for a Changing Industry

Modern American Advisor combines original journalism, premium publishing, audience

intelligence and multimedia programming within one connected platform.

The platform draws on a deep bench of experienced financial writers, editors and industry specialists, bringing subject-matter expertise and editorial depth to its coverage of advisory businesses and the people behind them.

Its work spans print and digital journalism, newsletters, podcasts, video, webinars, research, executive interviews and live experiences. It serves advisors and wealth management leaders alongside the asset managers, technology companies, custodians and professional services firms seeking to engage them.

“Reach matters, but relevance matters more,” said Kathryn Ficarra, SVP of Brand and Strategic Partnerships at Modern American Advisor. “Our opportunity is to bring strong editorial, better audience intelligence and thoughtful distribution together so the work is useful to the advisor and valuable to the organizations trying to reach them.”

[Build to a Billion](#)

At the center of Modern American Advisor’s editorial and intelligence strategy is Build to a Billion, its flagship platform focused on the business behind financial advice.

Build to a Billion examines how advisory firms grow, scale and build enduring enterprise value. The name represents the ambition, infrastructure and discipline required for a firm’s next stage of growth, rather than a literal \$1 billion asset threshold.

Coverage focuses on advisor growth and performance, leadership and professional development, vertical-specific intelligence, and practical AI adoption.

Modern American Advisor directs the platform’s editorial, intelligence and audience strategy. Selected strategic partnerships connect firms with relevant expertise and resources. Partners remain independent organizations, with select offerings brought to market in collaboration with Modern American Advisor.

Beyond the Page

The Modern American Advisor [Private Members Club](#) extends the company’s publishing through private gatherings, executive conversations, curated introductions and premium experiences for advisors and industry leaders.

Bringing the Conversation to Future Proof

Modern American Advisor will bring its expanded platform to Future Proof this September through on-site interviews and editorial conversations with advisors, executives and technology

leaders.

Coverage will examine organic growth, artificial intelligence, operational scale, leadership and succession, informing upcoming print, digital and multimedia programming.

“Our ambition is to build a media and intelligence platform that becomes essential to the people shaping financial advice in America,” Sullivan said. “Not simply by reporting on where the industry has been, but by helping define the conversations that determine where it goes next.”

About Modern American Advisor

Modern American Advisor is a premium U.S. media, intelligence and influence platform. Through original journalism, audience intelligence, multimedia programming, research, strategic partnerships and distinctive experiences, it informs and connects the people and businesses shaping financial advice in America.

Newsroom: <https://modernamericanadvisor.com/newsroom/>

Build to a Billion: <https://build.modernamericanadvisor.com/>

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