

## Business Top Story

# First Foundation Expands into Pasadena

## Irvine-based banking and wealth management team opens Pasadena offices

From STAFF REPORTS

Published: Wednesday, July 21st, 2010 | 10:50 am

First Foundation, a financial institution with headquarters in Southern California, opened its Pasadena office today with an experienced banking and wealth management team, marking its first foray into the Greater Los Angeles market.

New and existing clients now have access to all of First Foundations services, which includes integrated investment management, wealth planning, consulting, trust and banking services, from the office located at 301 North Lake Ave. in Pasadena. The office can be contacted directly at (626) 993-1300.

“We are pleased that this location will be of great benefit to our clients already in the area, and are looking forward to growing in Los Angeles,” said Chief Executive Officer Scott Kavanaugh. “The key people assigned to the office represent a superb group, already present and well respected in the area, and will carry on with our reputation for giving unsurpassed service.”

Recent hire, Normand Leduc, will be delivering Private Banking services from Pasadena to individuals and businesses throughout the greater Los Angeles area. Leduc, a Vice President with the company, brings 35 years of experience in private banking. Most recently, he spent six years with National Bank of California in their San Gabriel Regional office as a Regional Vice President where he was responsible for the overall management of the office.

On the wealth management side, Louis P. Abel, CFA, CAIA, and Thomas M. Giddings, both managing directors with First Foundation Advisors, will lead investing and planning related services. Abel, who joined the company in March, has more than two decades of experience in investing and specializes in alternative assets. Prior to joining FFA, Abel was a senior vice president and senior portfolio manager with U.S. Trust in Los Angeles, Calif. Giddings has been with First Foundation since September 2008 and specializes in

assisting affluent families going through businesses, real estate and liquidity events as well as working with corporate executives, divorcees and clients receiving inheritances. Formerly he was a Managing Director for Lehman Brothers and previously led a team of 26 professionals for US Trust Company.

“The Pasadena location serves as a logical spot for providing our integrated financial service platform to the type individuals and businesses we specialize in serving,” Kavanaugh said. “We’ve cultivated a new breed of service, giving clients the personal service they have always wanted.”

First Foundation will occupy two adjoining suites and employ 10 colleagues. First Foundation Bank is located in Suite 115 and First Foundation Advisors is located in Suite 100 .

#### About First Foundation

First Foundation is a 20-year-old financial institution that provides integrated investment management, wealth planning, consulting, trust and banking services. For more information visit [www.ff-inc.com](http://www.ff-inc.com).