

How To Build Lasting Value

An Interview with Jim Dickson, Founding Partner and Chief Executive Officer, Elevation Point

EDITORS' NOTE *Jim Dickson is a seasoned executive, entrepreneur, private investor, and innovator in wealth management with over four decades of experience in the financial services industry. Dickson co-founded Elevation Point with Mark Penske in 2024 to serve as a value-aligned growth partner to independence-focused advisors and RIAs. Previously, Dickson founded and built Sanctuary Wealth in 2018, growing it under his leadership into a nationally recognized RIA*

with \$25 billion in assets and 76 partner firms across 28 states by 2023. Earlier in his career, he spent 20 years as a senior divisional executive building and leading strategy for Merrill Lynch in Indianapolis and Chicago. He began his career as an accountant at Ernst & Young in Indianapolis. Dickson received his bachelor's degree in accounting and finance from Butler University, where he later served on the Board of Trustees for six years. He has been a leadership conference judge for FFA, a national non-profit organization preparing middle and high school students for careers in agricultural science, business, and technology.



Jim Dickson

FIRM BRIEF *Co-founded by Jim Dickson and Mark Penske in 2024, Elevation Point (elevationpoint.com) is a wealth management firm that serves as a growth accelerator and minority stake partner for independent advisors and breakaway firms, investing in firms representing a combined \$8.2 billion in client assets under supervision. Elevation Point's minority stake partnership model provides firms with capital, technology, and infrastructure to enable a seamless transition to independence and accelerate long-term growth without compromising autonomy. Committed to excellence and transparency, Elevation Point places goal alignment at the core of everything they do.*

Will you discuss your career journey?

My journey began with over two decades at Merrill Lynch, which was foundational in shaping my understanding of wealth management and the importance of relationships. I learned that success in this business is driven by people, with teams aligned in values, energy, and goals. That mindset stuck with me as I transitioned into more entrepreneurial roles, where I scaled businesses and

learned a great deal about growth and what kind of partner I wanted to be. Ultimately, those experiences led to the founding of Elevation Point with Mark Penske in 2024. We created the firm to offer a better path for advisors looking for partnership, not just a platform, and to redefine what success looks like in this industry.

Will you provide an overview of Elevation Point's business?

Elevation Point partners with successful independent RIAs and breakaway advisors who recognize that continuous

growth and innovation are essential to serving the complex needs of high-net-worth and ultra-high-net-worth clients – and to consistently delivering an exceptional client experience. As a minority-stake investment firm, we provide capital, technology, and strategic resources to help advisors scale while retaining majority ownership. Unlike aggregators, we're not here to buy income – we're accelerators building lasting value. We typically partner with firms managing \$200 million to \$3 billion in assets, tailoring our support to each firm's specific needs. Everything we do is designed to help advisors grow faster, more efficiently, and with a client experience that sets them apart.

How do you define Elevation Point's culture and values?

Our culture is grounded in partnership, transparency, and alignment. We believe in long-term thinking and align ourselves with advisors who share our growth mindset. Integrity and trust are non-negotiable, both within our team and with our partners. We're values-driven, not just deal-driven. We don't chase volume for the sake of scale. Instead, we focus on the quality of relationships and whether or not we can truly add value. Our goal is to create a culture where people are inspired, supported, and challenged to build something great together.

What do you feel are the keys to building the advisory firm of the future?

It starts with mindset. The advisory firms of the future will be built by teams that embrace innovation, client experience, and scale, not just valuation. Growth doesn't mean giving up control – it means being open to new tools, technologies, resources, and ways of doing business. Advisory firms of the future will lean into AI, automation, and data-driven decision-making, but always with a human touch. They'll also be built around succession planning and

next-generation leadership. The firms that succeed over the long term are the ones that think beyond today's payout and toward tomorrow's enterprise value, creating the scale and stability to deliver an elevated client experience.

How is Elevation Point investing in technology to help position the firm for long-term success in an increasingly competitive marketplace?

We are deeply committed to technology innovation and are building one of the most comprehensive toolboxes in the industry. Our investments span AI, data warehousing, automation, and advanced analytics – capabilities that enable our partners to operate more efficiently and deliver an exceptional client service. For advisor firms to develop this infrastructure independently would demand significant time, resources, and expertise. That's where we add value: continually innovating and rigorously vetting tools, curating and integrating the right solutions so advisors can choose what fits their practice best to operate at peak performance. This tech-forward approach gives our partners a distinct competitive advantage and positions them to thrive in a rapidly evolving industry.

How do you approach your management style?

My leadership approach is rooted in collaboration, trust, and a shared sense of purpose. I focus on attracting exceptional talent whose values and vision align with our own and then empowering them to achieve at the highest level. With the right team, united by a common mission, we can act decisively and pursue bold, strategic opportunities. I lead as both a hands-on partner – working alongside the team – and as a forward-looking strategist, ensuring we're advancing toward our long-term goals. I'm proud to have built a high-performing team whose passion and commitment power our success every day.

What advice do you offer to young people beginning their careers?

Be curious. Stay humble. And, above all, surround yourself with the right people. Early in your career, your environment shapes everything – choose to be around values-driven people who want you to succeed. Don't chase titles or money too soon; pursue learning, alignment, and impact. The right mentors and experiences will compound over time. Also, be patient with your progress, but relentless in your effort. Show up with a learning mindset and the discipline to do the hard work, and great things will follow. ●