

Women in Business

An Orange County Business Journal Special Report

Rhonda Ducote, President

Apriem Advisors, Irvine

Rhonda Ducote has been passionately serving as a wealth manager for more than two decades. She has been with Apriem Advisors since 2000 and currently serves as president of the growing investment advisory firm. This past year, Apriem Advisors surpassed \$500 million in assets under management, largely due to Ducote's leadership and spearheading of an innovative program to attract female investors in Orange County. The Women of Wisdom initiative is dedicated to serving the unique financial needs of women and increasing female client engagement. She is also one of a select few leaders to join the Charles Schwab Executive Leadership Program, an elite training program that focuses on developing leadership, innovation, talent management, and strategic marketing and entrepreneurship skills.

