



Rafael Loureiro CO-FOUNDER + CEO

As a co-founder of wealth.com, his fourth start-up, Rafael serves as Chief Executive Officer, where he provides the leadership and strategic direction for the company.



Rei Carvalho CO-FOUNDER + EXECUTIVE CHAIRMAN

As wealth.com's Co-Founder Executive Chairman, Rei works closely with members of the executive team to develop and communicate the long-term vision and strategic direction of wealth.com as well as set key business metrics for company growth.



Danny Lohrfink CO-FOUNDER + CHIEF PRODUCT OFFICER

At wealth.com, Danny is responsible for overseeing the strategy, design and execution of the product to firmly position wealth.com as the tech-driven leader in estate planning.



Anne Rhodes CHIEF LEGAL OFFICER

Anne leads the wealth.com legal team. She partners closely with product and engineering to embed decades of trusts and estates expertise into a scalable technology solution.



Tim White CO-FOUNDER + CHIEF GROWTH OFFICER

At wealth.com, Tim manages the Sales and Partner Success teams and is responsible for the strategy and execution for creating, building and maintaining relationships and partnerships with wealth management firms, including independent RIAs aggregators, broker-dealers, custodians and wirehouses.



Helen Huang CHIEF MARKETING OFFICER

Helen is responsible for all marketing efforts at wealth.com, including brand strategy, product positioning, channel acquisition, PR and more.



Kyle Pounder CHIEF TECHNOLOGY OFFICER

Kyle is responsible for leading the engineering, AI, and analytics teams. He plays a critical role in the development of wealth.com's proprietary AI extraction tool, Ester™, and in driving business and product decisions through data insights.