PNC Investments Hires Brendan Krebs to Lead, Expand Wealth Advisor Team



PITTSBURGH, Nov. 25, 2024 – PNC Bank announced today it has hired Brendan Krebs as managing director to lead the Wealth Advisor team at PNC Investments (PNCI). Krebs will report to Richard Guerrini, president and CEO of PNCI, and will be based in PNC's Boston office.

Krebs will manage PNCI's Wealth Advisors who are responsible for providing advice to mass-affluent clients to help them achieve their financial goals. His hiring coincides with the business's increased focus on the mass-affluent client segment, which represents a significant banking and investing growth opportunity.

"It is with great excitement and enthusiasm that I welcome Brendan to the PNCI team," said Guerrini. "Brendan's unique combination of advisory, recruiting and leadership experience will ensure the Wealth Advisor team within PNCI is exceptionally well-positioned to serve our current and new mass-affluent clients."

Krebs brings extensive experience to PNCI, having most recently served as head of Advisor Recruiting and Leadership Development at Wells Fargo, where he oversaw the training and development of thousands of advisors throughout the country. He began his career as an advisor himself more than 25 years ago with Merrill Lynch. Since then, he has held increasingly senior roles at Merrill Lynch, Fisher Investments, independent advisory firms, and Wells Fargo.

"PNCI has a tremendous reputation within the financial services industry for helping clients identify their financial objectives and execute on their financial plans," said Krebs. "Advisors are the backbone of PNCI's business model, and I look forward to strategically building out our Wealth Advisor team so they can best serve both our current and future clients."

PNC Investments LLC is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking including a full range of lending products; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit www.pnc.com.

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