Dan Ross is a marketing strategist and writer with 30 years' experience in consulting for major financial institutions as well as many smaller yet equally distinguished firms. As a principal of Wechsler Ross & Partners, Dan built the firm's strategy and editorial group which developed brand and communications programs for J.P. Morgan, PIMCO, Morgan Stanley, Merrill Lynch, U.S. Trust, Nuveen, Oaktree, Forward, Dimensional, Ariel and other leading clients. After the death of the company's founder, he became CEO and engineered its sale to Addison, where he co-headed the firm's financial marketing and custom branding practices. Dan launched an independent consulting and writing practice in 2016.