

Biography

Franco La Marca, JD

Financial Advisor

Franco La Marca is a Vice President and Financial Advisor in the Chicago office of Bernstein Private Wealth Management. He advises families, foundations and business owners on all aspects of wealth planning, including strategic asset allocation, wealth transfer and charitable giving. Franco joined Bernstein in January 2018 from Charles Schwab, where he served as a vice president and financial advisor leading their LGBT practice in the Chicago market. Prior to that, he spent six years as a senior financial advisor at Merrill Lynch. Franco holds a dual BA in international relations from Lake Forest College and Waseda University, Tokyo. He earned a JD from The John Marshall Law School and studied international law at the University of Sydney. Franco is a member of the Illinois Bar Association and chair of Diversity for the Women's Bar Association of Illinois. Chicago Magazine named him as a Five-Star Best in Client Satisfaction Wealth Manager in 2013, 2014, 2015, and 2017. In 2017, Chicago Social Magazine named him as one of Chicago's Power Players for the impact of his work in philanthropy. Franco is a supporter of the Center on Halsted, Equality Illinois, and Lambda Legal. He also serves as chair of numerous charity events in Chicago and has raised over \$1 million for various causes. Location: Chicago