NEWS RELEASE

31-Year Industry Veteran with $145 Million in Assets Joins Ameriprise Financial for Innovative Technology and Supportive Culture

2026-08-11

Mitchell Edenbaum joins the branch channel of Ameriprise from Oppenheimer & Co. Inc.

MINNEAPOLIS--(BUSINESS WIRE)-- Financial advisor Mitchell Edenbaum recently joined the branch channel of Ameriprise Financial, Inc. (NYSE: AMP) in Boca Raton, Fla. from Oppenheimer & Co. Inc. with more than $145 million in client assets.

"I was looking for a firm that is making meaningful investments in innovation, and I immediately saw the positive impact Ameriprise's technology platform could have on my practice," said Edenbaum. "What also stood out was the firm's clear commitment to helping advisors grow and deliver outstanding client service. From my first conversations with senior leadership, it was evident that Ameriprise is focused on the long-term success of its advisors."

Edenbaum highlighted three factors that influenced his decision to join Ameriprise:

- Advanced Technology: "Ameriprise continuously invests in innovative technology and AI capabilities that enhance both the advisor and client experience. These tools will help me work more efficiently and create additional value for clients."
- Commitment to Advisors: "The firm's supportive culture stood out throughout my evaluation process. Ameriprise provides advisors with the resources, support and guidance needed to build strong, sustainable practices."

- Strong Leadership: “I was impressed by the quality and vision of Ameriprise senior leadership. Their focus on empowering advisors gives me confidence in the future of my practice.”

“The transition experience has exceeded my expectations, and my clients have been highly receptive to the move,” Edenbaum added. “I'm excited about this next chapter and look forward to leveraging the firm's capabilities to continue delivering exceptional service while growing my business.”

Edenbaum is supported locally by Ameriprise Branch Manager Drew Granauro, Ameriprise Complex Director Dan Landrau and Ameriprise Regional Vice President Mike Rearden.

Ameriprise has continued to attract experienced, productive financial advisors, with approximately 1,700 joining the firm in the last 5 years.[1] To find out why experienced financial advisors are joining Ameriprise, visit **ameriprise.com/why**.

About the Ameriprise Ultimate Advisor Partnership

The Ameriprise **Ultimate Advisor Partnership** offers a differentiated experience for advisors that helps them accelerate growth while delivering an excellent client experience. Combined with the company’s culture of support and independence, the Ultimate Advisor Partnership enables advisors to scale their businesses, deepen client relationships and drive referrals for future growth.

About Ameriprise Financial

At **Ameriprise Financial**, we have been helping people feel confident about their financial future for more than 130 years[2]. With extensive investment advice, global asset management capabilities and insurance solutions, and a nationwide network of more than 10,000 financial advisors, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs.

[1] Ameriprise Financial 2025 10-K
[2] Company founded June 29, 1894

Ameriprise Financial cannot guarantee future financial results.

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Source: Ameriprise Financial