



“What I care about is people and trying to make a difference in their lives.”

Phone:
(516) 637-8186

Email:
rsweeny@apellacapital.com

LinkedIn:
<https://www.linkedin.com/in/robin-sweeny-7252798/>

What do you enjoy most about being part of the Apella team?

What I care about is people and trying to make a difference in their lives. At Apella, we embrace a diversified, conservative approach that seeks to keep people financially secure. I love being part of a group of professionals who believe that doing the right thing for clients is more important than making money.

Who has been the most influential person in your life?

My father was by far the biggest influence on me. When I was young, I spent a lot of time with him, even more than my brothers did, and every time I had an idea he'd say, "Why not, Rob? Why not? It might work." He instilled the belief in me that I have as much right as anyone to bring my ideas to the table, and he taught me not to fear failure. In his view, if something didn't work, you tried something else. That belief has driven my entire career. I enjoyed a great deal of success by any standard, and probably more so as a woman. My father used to say, "I could sweep the streets tomorrow. I don't care. Honest work is honest work." That's the way I feel about it too. I can do this job, I could work in a restaurant, I could work on a fishing boat. Mostly, the thing that matters to me the most as an achievement is having a chance to mentor and grow people in their careers

What are you most grateful for in your life?

I am very grateful to be able to share the values that were instilled in me with the next generation. When I worked at Paine Webber, I did most of the hiring. I had a line of kids around the block who were trying to break into Wall Street. These kids were coming out of Wharton and Yale, mostly young men, and what they wanted was to make a lot of money. It was such a difference when I came to Symmetry and saw the young professionals there, kids who wanted to make a difference in peoples' lives and that generation was inspiring. Wall Street would kill for the kind of dedication and devotion these young people were offering. Symmetry was a young and vibrant company that cared passionately about doing the right thing for the client, and these young people cared so much about what they were doing. I felt like I was really building out something and helping people grow professionally. I enjoyed it so much.



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Robin Sweeny is a woman who's driven to make a difference. In her view, lack of financial knowledge is one of the greatest vulnerabilities most people have. She sees her role as that of a catalyst, taking complex financial topics, making them easy to understand for the average person, and delivering actionable advice to help clients reach their financial goals. She passionately believes that quality financial advice is not just for the wealthy and derives enormous satisfaction from ensuring that all investors have the opportunity to benefit from advisory services.

With more than four decades in the financial services industry, Robin has a wealth of experience to draw upon in serving her clients. She spent almost four decades years at Paine Webber, later UBS, starting out as a trader on the muni desk. She moved into retail marketing for municipal bonds, and for the last fifteen years of her tenure with Paine Webber/UBS, she was the National Institutional Sales Manager for municipal bonds. During this period, the firm was ranked number one on Wall Street for municipal bonds.

Robin retired from UBS in 2005, but she wasn't idle for long. Barely a year later, she responded to a call from her brother, Pat Sweeny, one of the founders of Symmetry Partners. The firm was expanding rapidly, more rapidly than the infrastructure could handle, and Robin pitched in to help build the team. She quickly found that working at a young and vibrant company like Symmetry was enormously rewarding, especially because the team cared passionately about doing what's right for the client above all else.

She remained on board as Symmetry's Chief Operating Office until 2014, when the lure of her Long Island home became too strong to ignore. Returning to the North Fork, she continues to work as a Financial Advisor for Apella in the Cutchogue, NY office.

When she's not helping clients work toward their goals, Robin is an enthusiastic saltwater fisherwoman, having become addicted to the sport during that brief year off following her retirement from UBS. She's also deeply involved in the community, serving as president of her neighborhood association and president of the Friends of the Cutchogue Library. In both roles, she works to raise money for a variety of philanthropic causes.

Robin attended Ohio Wesleyan University in Delaware, Ohio before joining Paine Webber.