

PRESS RELEASE

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Northwestern Mutual Private Wealth Advisor Matthew Lytell Named Among Nation's Best by *Barron's*

TAMPA, March 18, 2024 – Northwestern Mutual announced that Matthew Lytell earned a spot on [the *Barron's* Top 1,200 Financial Advisors](#) annual list. This prestigious recognition is a testament to the skill and dedication of Northwestern Mutual's honorees – trusted experts who are helping guide Americans to greater financial security.

As a private wealth advisor with over 32 years of financial experience, Matthew joined Northwestern Mutual in 2005 and built his reputation working with affluent clients around the country. With his team at [Riverwalk Wealth Advisors](#), he works to discover what is important to his clients and uncover options to help them reach financial freedom, creating a multi-generational impact for clients and their families.

"We are thrilled to see Matthew's exceptional achievement being recognized on the *Barron's* list this year," said Kevin O'Connell, managing partner of Northwestern Mutual Greater Tampa Bay. "Matthew's commitment to his clients, unwavering dedication, and wealth of experience have set him apart as a true leader in the industry. We are incredibly proud to have Matthew and his team as part of ours, and we're confident his continued success will inspire others within our organization."

The newly released *Barron's* ranking is based on data from approximately 6,000 of America's most productive advisors, considering factors such as assets under management, revenue generated, regulatory record, practice quality, philanthropic work and more.

About Northwestern Mutual

Northwestern Mutual has been helping people and businesses achieve financial security for more than 165 years. Through a comprehensive planning approach, Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to help its clients plan for what's most important. With over \$627 billion of total assets being managed across the company's institutional portfolio as well as retail investment client portfolios, more than \$36 billion in revenues, and \$2.3 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than five million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. Northwestern Mutual ranked 111 on the 2023 FORTUNE 500 and was recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2024.

These teams use their marketing names for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Subsidiaries include Northwestern Mutual Investment Services, LLC (NMIS) (investment brokerage services), broker-dealer, registered investment adviser, member FINRA and SIPC;

the Northwestern Mutual Wealth Management Company® (NMWMC) (investment advisory and services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance). Not all Northwestern Mutual representatives are advisors. Only those representatives with "Advisor" in their title or who otherwise disclose their status as an advisor of NMWMC are credentialed as NMWMC representatives to provide investment advisory services. *Barron's* "Top 1,200 Financial Advisors" list (March 2024), based upon data as of 9/30/2023. Northwestern Mutual and its advisors do not pay for placement on third party rating or ranking lists, but instead pay marketing fees to these organizations to promote the rankings and rating(s). Rankings and ratings are no guarantee of future investment success.

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