



LORD ABBETT®

Bruce E. Gover, Jr.

Partner, Head of Strategic Relationships, Wealth Management



Bruce Gover is responsible for several of Lord Abbett's critical initiatives, spanning the firm's business and culture. As Head of Strategic Relationships, Wealth Management he leads the firm's efforts to deepen and expand partnerships across the wealth management landscape, with a focus on U.S. Wealth Management Firms, Global Financial Institutions, Multi-Family Offices, and the Ultra High Net Worth segment. He is responsible for setting and executing strategy in these areas, aligning client engagement with Lord Abbett's long-term growth priorities. Mr. Gover also serves on the firm's Partnership and Management Committees.

Most recently, Mr. Gover led the firm's Strategic RIA Group, overseeing all aspects of business development, relationship management, and client engagement across the registered investment advisor (RIA) channel. In this capacity, he helped shape the firm's positioning within one of the industry's most dynamic and fast-growing segments.

Since joining Lord Abbett in 2002, Mr. Gover has held a range of senior leadership roles spanning distribution and strategic planning. He previously served as Head of Corporate Development, where he led the execution of long-term strategic initiatives and evaluated growth opportunities. Earlier in his career, he managed the Advisor Consultant desk and Advisor Solutions team and held roles as Director and Relationship Manager in the Strategic Relationship Group, Regional Manager, and Advisor Consultant.

Mr. Gover was named Partner in 2016. Throughout his tenure, he has brought a thoughtful, forward-looking approach to building client partnerships and advancing the firm's strategic priorities. His work reflects a deep understanding of the evolving wealth management landscape and a consistent focus on delivering long-term value for clients and the firm.