



Bruce E. Gover, Jr.

Partner, Strategic RIA



Bruce Gover is responsible for several of Lord Abbett's critical initiatives, spanning the firm's business and culture. In his role, Mr. Gover is focused on building and deepening Lord Abbett's relationships with large financial institutions and registered investment advisors (RIAs), advancing the firm's corporate development efforts by exploring strategic M&A opportunities, and enhancing leader development across the organization. He also serves on the firm's Partnership Committee.

Mr. Gover joined Lord Abbett in 2002 and was named Partner in 2016. Throughout his tenure at the firm, he has held a variety of client-facing roles of increasing responsibility, giving him a strategic perspective on both the business and operations of the organization and the asset management industry. Prior to his current role, he served as Head of Corporate Development responsible for leading the implementation of long-range strategic plans established by the Partnership, identifying growth opportunities, and monitoring the competitive environment. Prior to that, he oversaw the Advisor Consultant desk and the Advisor Solutions team. In addition, he was responsible for the strategic direction of our Registered Investment Advisor (RIA) business, including sales and client service efforts. Earlier in his career, he served as Director, Relationship Manager in the Strategic Relationship Group; Regional Manager; Regional Representative and Advisor Consultant. He has worked in the financial services industry since 2002.

Mr. Gover earned a BA in business administration from Muhlenberg College.