



Michael Harris

Chief Marketing Officer
PFM

Michael Harris serves as PFM's chief marketing officer (CMO). Having joined the firm in 1989, Mike is a managing director, a member of the firm's Board of Directors and previously served as co-chair of the Strategic Initiatives Committee and as a founding member of the Diversity, Equity and Inclusion Council.

As CMO, Mike is responsible for executing the firm's marketing strategy including overseeing branding, communications, digital presence, market research, media and various partnerships. He is also responsible for covering key clients and prospects as well as industry events, where he is a frequent speaker on bond related investment and diversity managers inclusion strategies.

Prior to his current role, Mike founded and managed PFM's Structured Products Group for two decades, where he led the development and implementation of innovative investment and asset/liability management strategies. Mike has many years of experience in the structuring and procurement of financial products on both sides of municipal balance sheets. He has advised a number of governmental and non-profit entities on the development of investment management strategies for grant funds, tax-exempt bond proceeds, and other operational and reserve funds.

Throughout his career, he has served in leadership positions on community and industry boards and interest groups, working on educational and career opportunities for underprivileged students and access to healthcare for underserved populations.



Contact

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Education

B.A. in Economics and
Political Science
University of Pennsylvania

Professional Designations or Licenses

FINRA Series 6 & 63 Licenses

Started with PFM: 1989

Started in the Field: 1988