



Advisor Network

Juli Wilder

Head of Growth



Juli Wilder is Head of Growth for Thrivent Advisor Network, the independent registered investment advisor (RIA) subsidiary of Thrivent. Juli leads all aspects of growth and development for Thrivent Advisor Network, and she partners with its community of independent advisors to help them develop customized growth plans aimed at achieving better outcomes for their businesses. Juli has a passion for seeing opportunities in the financial services space, working with integrity and purpose to foster relevance and community while inspiring optimism within the changing landscape.

She joined Thrivent Advisor Network in April 2019 and helped launch the hybrid RIA later that year as a wholly owned subsidiary of Thrivent, a Fortune 500¹ diversified financial services organization helping more than 2 million² clients achieve financial clarity. She has more than 25 years of experience working with financial advisors, including 18 years as an advisor in practice management for Thrivent and three years as RIA platform director for Questar Asset Management.

Juli is adept at helping advisors hire, develop, and leverage their teams so they can focus on what they enjoy doing the most and achieve a better work/life balance. She's optimistic about the future of financial advice and confident that no matter how much technology and automation advance, people will still value having a personal relationship with their financial advisor.

Juli currently resides in Minneapolis, Minnesota and loves attending theater and concert events with her daughter in her spare time.

¹ Thrivent is ranked 388 on the Fortune 500, Fortune magazine, June 2025.

² As of December 31, 2024

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