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**For Immediate Release**

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## **National Sales Director Appointed**

### **Investment advisor bolsters business-development lineup**

**Syracuse, NY – Pinnacle Capital Management (PCM)**, an investment advisory firm registered with the Securities & Exchange Commission and headquartered in Fayetteville, NY, today named **Dean S. Dellas** as national sales director. Mr. Dellas holds a general securities representative (Series 7) license from the Financial Industry Regulatory Authority (FINRA) and is also licensed as an investment advisor representative (Series 66). Dean will split his time between the firm's Fayetteville NY and Boston-area offices.

In making today's announcement, **Joseph Masella**, PCM's CEO, stated that "PCM has reached a stage in its development that demands a more disciplined and sophisticated approach to growing its business. With his years of experience interacting with both financial-services clients and financial-services professionals, Dean brings to PCM that needed level of sales and business-development expertise." Mr. Masella added that "Dean will become a key ingredient in PCM's already robust and talented in-house and field marketing and sales teams, providing them with leadership, vision and structure."

**Gregg Kidd**, the Chairman and CEO of PCM's parent company, commented that "with Dean assuming his new responsibilities, PCM will solidify its position as one of the most innovative, client-focused and fastest-growing investment-advisory firms in the region, serving individuals, institutions and municipalities." Mr. Kidd also noted that "PCM complements the various financial, insurance and human-resource solutions offered by the rapidly expanding Pinnacle Family of Companies."

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Having worked in the financial-services field for 10 years, Dean began his career at Merrill Lynch and joined PCM's affiliated broker-dealer, Pinnacle Investments, LLC, in 2013. As PCM's national sales director, Dean will extend a white-glove approach to identifying and meeting the portfolio-management needs of broker-dealers, registered investment advisors and financial advisors in the increasingly complex financial-services industry. Dean's knowledge and hands-on experience will allow him to assist financial professionals in overcoming the challenges they face in the pursuit of bespoke asset-management strategies. Dean believes that significant wealth can be enhanced by – and is often dependent upon – skillful portfolio management. By partnering with the entire PCM team, Dean's goal is to give each financial professional access to highly customized asset-management solutions focused on performance, affordability and proven successful results. Dean is a native of Cazenovia, NY and holds a bachelors degree in Economics from the Maxwell School at Syracuse University.

**Pinnacle Capital Management** is an investment-advisory firm registered with the US Securities and Exchange Commission. Founded in 2005, PCM manages investment accounts for individuals and institutions and is also the investment advisor for two private funds and a regulated investment company (mutual fund). PCM is a member of the **Pinnacle Family of Companies**, a regional financial-services, insurance and human-resources enterprise founded in 1996 with over \$1.2 billion of client assets. The Pinnacle Family of Companies maintains New York offices in Syracuse, Auburn, Fayetteville, Rochester, Buffalo and Albany, with additional offices in Connecticut, Pennsylvania, New Jersey, Massachusetts and Florida.

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