

Get to Know Us

LPL LEADERSHIP CORNER

Meet Dayton Semerjian

Managing Director, Chief Customer Care Officer



What is your role at LPL?

I lead the Care Organization, which includes LPL's Service, Trading, Operations, Relationship Management, Continuous Improvement, and Voice of the Customer teams. Care serves as advisors' "front door" to the firm, and our goal is to delight advisors and clients with industry-leading experiences.

What do you enjoy most about LPL's culture?

That it's a culture of kindness meets a culture of high performance.

What is on your 2021 bucket list, at or outside work?

I'm eager to get back to Massachusetts to see my parents, who are in their upper 80s. Given the pandemic, I haven't seen them for a year-and-a-half.

What is your favorite activity or hobby outside of work?

I always enjoy golf, and riding my Harley-Davidson.