

EXECUTIVE INC.

Holding the Line

THE FOOTBALL SCHOOL OF HARD KNOCKS GAVE TREVOR WILDE THE SKILL SET TO SUCCEED



Trevor Wilde grew up in the Valley. Before becoming a financial expert he played football for the University of Arizona.

JIM POULIN | PHOENIX BUSINESS JOURNAL

BY JANET PEREZ
Contributing writer

Trevor Wilde, managing director of Wilde Wealth Management Group in Scottsdale, grew up in North Scottsdale playing football from a young age. He learned through sports that “setbacks were only temporary and to always push forward.”

He pushed forward to land a spot on Horizon High School’s nationally ranked football team as a linebacker. That team would win the state high school football championship in 1995.

He used that same tenacity to make his way onto a NCAA Division 1 college team, even as many others told him he wouldn’t be able to do it.

“After high school, I went to junior college first to play football. My ultimate goal, therefore, was to earn my way to a Division 1 school and play for them. I never planned to go as far as the NFL – but I wanted to play on the NCAA Division 1 stage. I was realistic, yet driven, and it paid off,” Wilde said.

Meeting that goal meant he would have to overcome not being recruited out of high school, and being told by many recruiters that he would never make it.

TREVOR WILDE

Title: Managing director

Company: Wilde Wealth Management Group

Family: Wife, Meghan; daughters, Peyton, Presley, Piper and Paige.

First job: I was a paperboy for the Arizona Republic, complete with bike, basket and the folding of papers at the crack of dawn.

Three things always in your refrigerator: Water, M&M-brand yogurt and apples

Wish you knew 20 years ago: Time is short – make time for the important things in life. There is no pause button.

What makes an effective business leader: The ability to delegate responsibility.

Those same lessons he learned climbing his way onto the University of Arizona’s football team are ones he continues to apply to business today.

“It took all the mental toughness and tenacity to realize my dream,” he said. “And, even then, I still hit walls and ceilings, each time determined to break through. The same is true in business – you have to develop a thick skin, mental toughness and the ability to fight through the peaks and valleys of business each day.”

Wilde eventually earned a spot on UA’s football team as a walk-on, where he redshirted one year and played two seasons.

“The difference between playing at the high school level – even at a high level – and in college is dramatic,” he said. “Imagine everything being amped up and sped up 1,000 percent practically overnight. It’s bigger, faster and more intense.”

After graduating from college, Wilde returned to the Valley and followed in his father’s footsteps by entering the finance

industry and working for a large firm. In 2003, Wilde and his father broke away to start their own business.

Wilde Wealth Management Group offers boutique, customized investment and planning advice in a fiduciary capacity. It also provides clients with expanded in-house services from fellow independent experts and specialists in law, taxes, risk management, family services, real estate and insurance.

Today, the company has more than \$750 million in assets under management. In addition, Wilde Wealth Management Group has been ranked by *Barron’s* as a top adviser each year since 2011, with its most recent ranking at No. 12 in the state.

Lest you think Wilde is all about work, he devotes his free time to his wife, Meghan, and their four daughters: Peyton, Presley, Piper and Paige.

“Right now, my biggest hobby is that of a cheerleader from the sidelines, most often for dance recitals and karate tournaments,” he said. “I also love boating with the family, and we love to travel.”

After his arduous journey in football, Wilde makes sure his other hobbies help keep him in shape.

“Up until recently, I was coaching my children’s soccer teams, however, they’ve since gone the way of dance classes and karate, neither of which is my forte,” Wilde said. “But we still get outdoors together to stay in shape, and we love water sports like water skiing. And, thankfully, my wife is an expert on all things nutrition and keeps our entire family in line when it comes to health, even when I can’t get out and work out every day.”

With so much already on his plate, Wilde, through his company’s Wilde for Arizona Community Outreach Program, works to make the Valley a better place for all. In December, he raised \$8,300 and 400 toys for Toys for Tots, making Christmas merry for about 1,000 children.

Wilde has no plans to slow down.

“The list is endless. I feel like I am just getting started in a lot of ways. In business, our big ‘thing’ is to develop our business platform to attract great advisers from the region to join us,” Wilde said.



Trevor Wilde talks about football, how he stays fit and his secret diet cheats at PhoenixBusinessJournal.com