

## SD 500: Valorie Seyfert

Money

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## Valorie Seyfert

*CEO, CUSO Financial Services*

Valorie Seyfert has been in the finance industry since 1989, when she worked independently as a legal consultant in San Diego. In 1996, she and Amy Beattie founded CUSO Financial Services and later launched sister company Sorrento Pacific Financial LLC, full-service broker-dealers that focus on a wide array of investment and insurance solutions. CUSO Financial Services LP and Sorrento Pacific Financial were recently sold to a private equity backed New York company. Seyfert and chief operating officer Beattie, were to continue to lead the partner firms, which will remain locally headquartered. Seyfert is a member of the California State Bar Association and has run her own law practice. In 2008, she won the Ernst and Young Entrepreneur Award in Business Services for San Diego County.

**ALMA MATER:** University of Southern California (B.A., International Relations), University of San Diego Law School (Juris Doctorate).

**CAR YOU DRIVE:** Tesla

**FAVORITE GETAWAY:** Italy and France