



Scott Reed, AIFA®

Scott Reed serves as CEO and a principal partner of Hardy Reed Capital Advisors, LLC, a fee-only RIA.

Scott is a CIMA® and an AIFA® designee. He is a graduate of the inaugural class of IMCA's Endowments and Foundations Certificate and a 2003 graduate of the Securities Industry Institute.

Scott is a graduate of Vanderbilt University. He is a 1997 "Top 40 Under 40" in the State of Mississippi. He currently serves on the boards of the North Mississippi Medical Center, The United Methodist Foundation of Mississippi, and The Yocona Area Council of the Boy Scouts of America. He is chairman of The Frank and Calla Bell Foundation, as well as chairman of the BancorpSouth Arena Commission. He is past president of the United Way of Northeast Mississippi and Big Brothers/Big Sisters of North Mississippi. Scott writes a financial column and is a frequent financial analyst for media in North Mississippi.