

News

Willy Hammond honored for advancing loss prevention strategies at PRMA Summit

Recognized for proactive risk advisory and strengthening preparedness for high-net-worth clients.



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Willy Hammond, First Vice President and Senior Loss Control Consultant at Alliant Private Client, was honored at the 2025 PRMA Summit for his contributions to innovation and leadership in loss prevention. The award highlights professionals shaping the future of private risk management through strategic foresight and disciplined risk mitigation.

Hammond is known for helping families and individuals identify exposures early and implement strategies designed to reduce loss severity and improve long-term outcomes.

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Prevention is about helping clients anticipate risk before it disrupts what they've built. Preparedness creates stability. — Willy Hammond

His work underscores the importance of proactive advisory in today's evolving risk environment. "Willy's strategic perspective strengthens the value we bring to clients nationwide," added Zobian. This proactive approach reflects the firm's commitment to helping clients protect what matters most while adapting to an evolving risk environment.