

Snappy Kraken Announces 2027 Return of Jolt!, the Wealth Management Industry's First and Only Growth-Focused Conference

Martech innovator joins forces with Potomac Fund Management for Jolt! Remix, a three-day event bringing together the people shaping growth across financial services

ORMOND BEACH, FL – October 13th, 2026 – [Snappy Kraken](#), the growth platform powering marketing across wealth enterprises and advisory firms, today introduces **Jolt! Remix**, the next evolution of its flagship Jolt! conference. Taking place May 12–14, 2027, at the Sheraton Phoenix Downtown in Phoenix, Arizona, Jolt! Remix takes its new name by way of partnership with [Potomac Fund Management](#), Inc. (“Potomac”), whose annual “REMIX” conference has showcased the growth strategies that helped the asset manager grow from \$140 million to more than \$5 billion in less than seven years.

Jolt! Remix will bring together growth and marketing leaders from across financial services, including firm founders and advisors, marketing and client experience leaders, enterprise teams, consultants, coaches, technology providers, journalists, content creators and other prominent industry voices. Recognized by Kitces.com as one of the [Best Financial Advisor Conferences to Attend](#), Jolt! Remix will build on the foundation of previous Jolt! conferences, with a carefully curated agenda focused on the ideas, decisions and changes shaping growth across financial services.

“The way advisory firms earn attention, build trust, and win business is changing fast,” said [Robert Sofia](#), **founder and CEO of Snappy Kraken**. Jolt! Remix brings together the people responsible for that growth to share what’s working, challenge assumptions and help shape what comes next. We want everyone to leave with ideas they’re ready to put to work and relationships that help them do it.”

Jolt! Remix programming will be organized across four dedicated tracks, allowing attendees to explore the areas most relevant to their businesses and go deeper based on their experience and priorities. Each track reflects the forces reshaping how financial services firms market themselves, build their brands and grow in the modern era, with an emphasis on practical ideas attendees can put to work:

- **AI, Data & Digital Growth:** Exploring how firms can use emerging technology, data and digital strategies to reach the right audiences, improve marketing performance and accelerate growth
- **Brand, Trust & Differentiation:** Examining how firms can build recognizable brands, earn trust and stand apart in an increasingly crowded market
- **Growth Strategy & Marketing Leadership:** Focusing on how marketing leaders can connect strategy and execution to create sustainable, measurable business growth
- **PR, Media & Influence:** Exploring how firms and their leaders can build visibility, strengthen their reputations and expand their influence through media, communications and thought leadership

“Potomac is proof of what happens when you bet on, and own, your brand while refusing to do things the way everyone else does,” said [Manish Khatta](#), CEO of Potomac. “Partnering with Robert and Snappy Kraken challenges the industry’s tired playbook and pushes other firms to find new ways to drive real growth.”

Jolt! Remix is designed for firm founders, chief marketing officers, chief growth officers, marketing directors and client experience leaders. Past Jolt! attendees have represented firms with more than \$3.3 trillion in combined AUM, with 74.4% of attendees holding senior leadership roles and nearly 80% representing large, independent wealth management practices. The event will also bring together enterprise teams supporting advisors across large firms, platforms, asset managers and networks, as well as consultants, coaches, technology providers, journalists and content creators. [StreetCred PR](#) will serve as the event’s official public relations partner, overseeing the public relations and strategic communications curriculum.

Financial advisors, marketing professionals and other industry leaders interested in attending Jolt! Remix can learn more and join the registration waitlist at www.joltconference.com

About Snappy Kraken

Snappy Kraken is an award-winning marketing technology (martech) firm that provides original content, marketing automation, personalized website design and bold, unique marketing campaigns for the financial services industry. Each of these marketing campaigns is informed by rich data.

Snappy Kraken’s innovative approach has earned the company widespread industry recognition. In 2026, Snappy Kraken’s Smart Growth Suite was named the Wealth Management Industry Award winner for Technology Providers – Marketing Automation, and the company was recognized as an [InvestmentNews 5-Star Technology winner](#). In 2024, Snappy Kraken received the Wealth Management Industry Award (Wealthie) for Digital Campaign of the Year, the ThinkAdvisor Luminaries award for Excellence in Marketing and Financial Planning’s [Innovation Award](#) for its AI-Powered Email Builder. Snappy Kraken was also named Best Overall Content Marketing Software by [MarTech Breakthrough](#) for four consecutive years and has ranked among Financial Planning’s Best Fintechs to Work For.

To learn more about Snappy Kraken’s solutions for financial advisors, including white-labeled enterprise solutions and to use the new and enhanced tools recently announced, visit SnappyKraken.com.

About Potomac Fund Management

Headquartered in Bethesda, Maryland, Potomac is an SEC-registered investment advisor specializing in quantitative, risk-managed portfolio solutions for financial advisors. Combining institutional-grade investment expertise with a quantitative process that is Built to Conquer Risk®, Potomac provides differentiated tactical management rooted in data, transparency and discipline.

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