

Lia Adams

CLIENT SERVICES MANAGER, INSPIRED FINANCIAL

“You don’t earn trust in a day. You earn trust in your day-by-day.”



Lia Adams serves as the Client Services Manager for Inspired Financial. She is the operational lead with our custodian, back office services provider, and other systems that support our work with our clients. She is also responsible for new account establishment, account transfer and rollover processing. She ensures that the onboarding experience for our new clients is flawless. She brings over twenty years of operations and client service experience to her role from prior work as a trading specialist at Charles Schwab and as the Director of Operations at Piaget Child Development in Phoenix and Delivering Wellness in Irvine.

Born and raised in Scottsdale, Arizona, Lia attended Arizona State University and earned a Bachelor’s degree in Economics. She and her husband have three daughters—two in high school and one in college—and you can find them in the stands cheering on softball and water polo games. Lia has a lifelong passion for volunteering in community organizations benefiting women and children, and she is especially excited about programs teaching children solid financial foundation skills.

Fun Facts:

- I enjoy baking and frequently get up at 4:00 a.m. to make dozens of muffins and cookies for my daughters and their teammates.
- I love jokes, riddles, and puns. Anything for a good laugh!
- I dreamed of moving to Southern California when Arizona temps hit 110°. Now, you’ll find me at the beach whenever I’m not working or watching my daughters’ games.
- As a native of the Arizona Desert, I love spicy foods. Bring on the heat!