



## JoAnne Carter

Managing Director

PFM Financial Advisors LLC

JoAnne Carter is a managing director based in the firm's Arlington, Virginia office and serves as president of PFM Financial Advisors LLC. As a public finance generalist, JoAnne has assisted her clients with financial planning, financial policy development, and managing and executing municipal bond transactions. Over the course of her career, she has advised on more than \$17 billion of financings.

JoAnne leads the south region of PFM's financial advisory practice, sits on PFM's Executive Committee and serves as a member of the firm's Risk Management Committee. As the architect of PFM's financial advisory business in Virginia, she has advised a mix of state and local clients over the course of her career, including Fairfax, Stafford, and Prince William counties, the Fairfax County Water Authority, the Virginia Department of Transportation, and the cities of Newport News and Norfolk. In Georgia, JoAnne has advised Gwinnett and Cobb counties. Currently, she has lead responsibility for advising Arlington County, Fairfax County, Loudoun County, the Virginia Port Authority, the Northern Virginia transportation Authority and the Virginia Railway Express.

JoAnne is a former member of the Board of Trustees for the Science Museum of Virginia which has museums in the City of Richmond and the City of Danville and a museum under construction in Loudoun County. In 2021, she received the lifetime achievement award from the Virginia Women in Public Finance.



---

### Contact

4350 North Fairfax Drive  
Suite 590  
Arlington, VA 22203

carterj@pfm.com  
571.527.5140 office

### Specialties

Financial Advisory

State & Local Governments,  
Transportation

### Education

B.S. in Applied Mathematics  
University of Virginia

### Professional Designations or Licenses

Municipal Advisor  
Representative (Series 50)

Municipal Advisor Principal  
(Series 54)

**Started with PFM:** 1992

**Started in the Field:** 1992