

JOAN SOEKOTJO

SENIOR PARTNER, PROVIDENT FINANCIAL MANAGEMENT

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Joni is Senior Partner at Provident Financial Management-San Francisco managing a boutique staff of 20, with headquarters in Los Angeles. Joni packed her bags and drove to San Francisco in 1978 after one horrible winter in Cleveland Ohio. She loved rock music and as fate would have it, she landed a position at a San Francisco business management firm that specialized in entertainment accounting and tax and has made this a career she is very passionate about.

Over the past 30 years, Joni has had the unique opportunity to work with many Bay Area music icons and other artists from around the world. She loves helping musicians protect their hard earned income and many of her clients she can call friend. Joni has travelled the world with her husband and twin sons, Kris and Kyle and plays golf when she can. Joni has been supporting Little Kids Rock since 2004...believing strongly in their mission that music can make a difference in a young life.