



**Managing Director**  
**BROWN BROTHERS HARRIMAN & CO.**  
**One Logan Square, 14th Floor,**  
**Philadelphia PA 19103-6996**  
**T (215) 587-6315 | F (215) 587-**  
**6319 | [ross.bruch@bbh.com](mailto:ross.bruch@bbh.com)**  
**[www.bbh.com](http://www.bbh.com)**

As a Senior Wealth Planner in the Philadelphia office, Ross works with and advises successful individuals and business owners on the preservation, growth and transfer of wealth. Prior to joining BBH, Ross was in private legal practice at a large Philadelphia law firm where he focused on estate and gift tax planning, tax-exempt organizations and closely held business succession planning.

Ross has previously served as the Chair of the Probate Section of the Philadelphia Bar Association. He regularly speaks and writes on the topics of technology and the law, artificial intelligence, and digital asset planning. Ross is a co-host of the Digital Planning Podcast, a former editor of the Technology-Probate column for the Probate & Property Magazine, the founder and former chair of the Technology Committee for the Probate and Trust Law Section of the Philadelphia Bar Association, and the author of the “Planning on AI” substack ([PlanningonAI.substack.com](http://PlanningonAI.substack.com)).

Ross received his B.A. and two Masters degrees from the University of Pennsylvania, an LL.M. in taxation from the Temple University Beasley School of Law, and a J.D. from the University of Pennsylvania Law School.