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# Rob Nelson, ChFC®

Chief Executive Officer and Founding Partner

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Rob Nelson is Chief Executive Officer and Founding Partner of NorthRock Partners. Bringing more than 25 years of industry leadership and executive management experience to his role with the company, Rob manages corporate direction and strategy at NorthRock Partners. Throughout his career, Rob has built a reputation for integrating non-industry client services within traditional financial and lifestyle advice to create a front-leading business model.

With a focus on driving a Personal Office™ experience for every client, Rob continues to build a growing company that serves an exceptional client list of hedge fund managers, entrepreneurs, athletes, Fortune 500 corporate executives and multi-generational families from coast to coast. With a commitment to developing meaningful client relationships that transition into lifetime counsel and delivering a deep comprehensive service model, Rob continues to earn the distinct mark of a Top US Financial Advisor by Barron's year after year.

Rob graduated from Bemidji State University in 1993, earning his bachelor's degree in business administration. He proudly serves as Chairman of the Board for Ashby Legacy Fund, where his passion for igniting a belief that secondary education is attainable for every student is reinforced by a community-wide commitment to provide financial counseling and tuition support to high school graduates. Rob also serves as President of Arrow Giving Foundation, which aims to provide immediate financial support to those driving impact and influence in the world.

Rob and his wife, Lucinda, live in the North Loop neighborhood of Minneapolis, Minnesota, and enjoy all that the city has to offer. Rob and Lucinda enjoy traveling with their son, Brady, and daughter-in-law, Tracy, who currently reside in Portland, Oregon.

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## PROFESSIONAL DESIGNATIONS AND ASSOCIATIONS

Chartered Financial Consultant (ChCF®)

## PROFESSIONAL AND COMMUNITY INVOLVEMENT

- ✓ Invited national keynote speaker
- ✓ Chairman of the Board and Board Member of Ashby Legacy Fund
- ✓ President of Arrow Giving Foundation
- ✓ National Football League Players Association (NFLPA®) Financial Advisor since 2012
- ✓ Financial Planning Association (FPA®) member since 1997
- ✓ Board Member of Star Tribune Pension Board