



Jim Lund, CFP[®], MBA

Founding Partner

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Jim Lund is a Founding Partner of NorthRock Partners. With more than 35 years of experience as a financial advisor, Jim delivers the Personal Office™ experience to corporate executives, business owners, families and nonprofit entities. Jim is a sought-after speaker and has made numerous appearances on local and national media, including CNBC, Wall Street Journal, Forbes, WCCO, KARE, FOX and the Star Tribune.

Jim graduated from Mankato State University, earning a Bachelor of Science in biology and a Master of Business Administration in marketing and management. He also earned his Certified Financial Planner degree from the College of Financial Planning in Denver, Colorado.

Jim and his wife, Dawn, live in Plymouth, Minnesota, and have three adult children. In addition to spending Minnesota summers on the lake or at the family farm in northern Minnesota, Jim is active in his church and enjoys traveling and home improvement projects.

PROFESSIONAL DESIGNATION AND ASSOCIATIONS

Certified Financial Planner (CFP[®])
Financial Planning Association

PROFESSIONAL DESIGNATION AND ASSOCIATIONS

- ✓ Invited university guest lecturer
 - ✓ Member of the Minnesota State University, Mankato Foundation Board and Investment Committee Chair
 - ✓ Former Board Member and Chairman of the Development Committee of the American Red Cross for the St. Paul, Minnesota area
 - ✓ Former Board Member and Secretary of the Minnesota State University Board (now called MNSCU)
 - ✓ Member FBI Citizen's Academy
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