



Sean Baenen

Group President, Corporate Director and
Managing Partner

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Sean is responsible for the daily leadership of NorthRock, overseeing strategy, finance, corporate development and service delivery across all lines of business. A voting member of the firm's Board of Directors and Investment Committee, he personifies NorthRock's experience-based Personal Office® approach with more than three decades as a corporate leader, entrepreneur, and investor. In addition to his role as Group President, Sean also serves as the firm's Managing Partner, as well as Vice Chair of Foundation X — NorthRock's 501 (c)(3) non profit.

In his current role, Sean works to combine the fluid organizational intelligence required in a startup environment with the tailored, client-centric service culture of NorthRock's comprehensive advice-led businesses. Prior to joining the firm, Sean was a long-time entrepreneur in Silicon Valley with a successful track record in the FinTech and IoE industries. This followed work with some of the world's most-successful consumer financial sponsors (KKR; Friedman, Fleisher & Lowe; TPG and L Catterton) as an advisor, executive, and professional investor. His experience includes leading the successful growth turnaround of ClearChoice Holdings and serving as a principal investor in Virtue Labs, LLC.

From 2007-2011, Sean ran all front-end operations for Guthy|Renker (\$2B consumer products firm) as Chief Operating Officer. He began his career in 1992 with Andersen Consulting, joining his first start up in 1999 as the sixteenth employee of Oxygen Media.

Sean received a Bachelor of Arts in Marketing & Organizational Communication from the University of Iowa, graduating with Honors and as a member of the President's List. He later became a Socrates Scholar of The Aspen Institute.

Sean and his wife Stacey have three adult daughters who are living in Iowa and North Carolina. A youth lacrosse coach when his girls were younger, Sean's passions away from the office today include music and athletic training.

PROFESSIONAL AND COMMUNITY INVOLVEMENT

- ✓ Aspen Institute Socrates Scholar
- ✓ Elon University Parent Board
- ✓ Advisor to leadership of KKR Consumer Retail Group