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Rob Nelson

CEO & Founder

Rob Nelson is the CEO & Founder of NorthRock Partners, a premier financial and lifestyle advice firm that has consistently delivered exceptional advice and service to clients over the past three decades. Under Rob's visionary leadership, NorthRock has grown into a trusted partner for individuals and families seeking personalized financial strategies, expert investment guidance, and long-term wealth management.

Rob founded NorthRock Partners with the goal of creating a client-centric firm where integrity, transparency, and a commitment to excellence are at the core of everything they do. He continues to lead the company with a hands-on approach, balancing strategic oversight with direct client interaction, ensuring that NorthRock's clients receive the highest level of service and tailored solutions to meet their unique financial needs. With a focus on driving a Personal Office® experience for every client, Rob proceeds to build a growing company that serves an exceptional client list of investors, entrepreneurs, athletes, Fortune 500 corporate executives and multigenerational families around the world.

In addition to managing the firm's day-to-day operations, Rob is deeply involved in shaping NorthRock's overall direction and long-term vision. His ability to build strong, lasting relationships with clients, combined with his deep understanding of the markets, has been a driving force behind the firm's success and growth over the past three decades.

Rob's dedication to his clients, his team, and the community has earned him a reputation as a respected leader in the financial services industry. He is committed to empowering his clients to achieve financial peace of mind, navigating complexities, and creating wealth that lasts for generations.

Rob graduated from Bemidji State University in 1993, earning his bachelor's degree in business administration. He proudly serves on the boards of Foundation X, Ashby Legacy Fund and Arrow Giving Foundation. He is passionate about giving back by serving communities, empowering people, and supporting organizations that help others reach their full potential.

Rob and his wife, Lucinda, live in Minneapolis, enjoy traveling with their son, Brady, and his wife, Tracy, and spending time with family and friends.

PROFESSIONAL AND COMMUNITY INVOLVEMENT

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

NORTHROCK
PARTNERS

30+ YEARS IN INDUSTRY