



ROB@NORTHROCKPARTNERS.COM  
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# Rob Nelson

CEO and Founder

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Rob Nelson is Chief Executive Officer and Founder of NorthRock Partners. Bringing 30 years of industry leadership and executive management experience to his role with the company, Rob provides vision, direction, and strategy — continuing to develop a firm and business model centered around clients unique needs. Throughout his career, Rob has built a reputation for integrating non-industry client services within traditional financial and lifestyle advice to create an innovative and client-centric 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 investors, entrepreneurs, athletes, Fortune 500 corporate executives, and multi-generational families from around the world.

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, Arrow Giving Foundation, and the Star Tribune Pension Board. 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 the North Loop neighborhood of Minneapolis, Minnesota. They enjoy traveling with their son, Brady, and daughter-in-law, Tracy and spending time with family and friends.

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## 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
- ✓ Board Member of Star Tribune Pension Board