LION STREET
PRIVATE CLIENT GROUP

Bruce Rothbard CLU®, ChFC®

SENIOR VICE PRESIDENT

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Bruce Rothbard provides sophisticated, client-tailored, tax-efficient estate, asset protection, business succession and charitable planning strategies to the high-net-worth clientele of many highly regarded financial institutions in the United States. His responsibilities include face-to-face meetings with clients and their financial advisors to assess planning needs and objectives, analyze supplied data and develop strategies for plan implementation through client-selected practitioners.

PROFESSIONAL HIGHLIGHTS

With over three decades of high-end financial planning experience, Mr. Rothbard has worked in tandem with some of the nation's top estate attorneys in the development of planning concepts that utilize newly created entity structures, securities, specialized trusts, insurance and annuities. With the ability to cover the simple to the complex and explain the complex simply, Mr. Rothbard has been recognized for his ability to add a creative "edge" to traditional planning techniques and to innovative applications, such as Zero-Tax and Life Arbitrage strategies.

Mr. Rothbard is a frequent keynote speaker at various firm meetings and has written articles on high-net-worth insurance planning that have been circulated nationally.

PREVIOUS EXPERIENCE

Planning Specialist, Mercury Financial Group

Responsible for meeting with and developing estate planning solutions for the high net worth clients of financial advisors in select financial institutions. In 2019, Mercury Financial was acquired by Lion Street, and Bruce became a Senior Vice President for Lion Street Private Client Group.

National Sales Director, Southern & Western Division –
Eastern Divisional Sales Director Morgan Stanley Smith Barney Insurance Group

Responsible for distribution and marketing of high-net worth planning solutions to Morgan Stanley Smith Barney Financial Advisors and managed field force of estate planning specialists.

Senior Estate Planning Consultant – Wachovia Securities/Prudential Securities

Nationally top-ranked specialist responsible for providing comprehensive estate and insurance planning solutions for high net worth clients of Wachovia Financial Advisors.

Estate and Insurance Planner – Sagemark Consulting/Lincoln Financial Group

Provided sophisticated fee-based planning instruments, strategies and recommendations to high net worth clients and received National Quality Award for 12 consecutive years.

DESIGNATIONS | LICENSES

Bachelor of Arts, Political Science – University of Delaware
Chartered Life Underwriter (CLU) – The American College
Chartered Financial Consultant (ChFC) – The American College
FINRA Series 7, 24, 63 and 65 licenses.

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Lion Street Private Client Group is comprised of an elite national network of planning specialists in the major U.S. wealth markets. We partner with financial advisors and professionals to provide sophisticated planning solutions, business and estate planning strategies, charitable planning, and specialized expertise focused on helping high-net-worth and business clients succeed.