



Series 6 (inactive), 7 (inactive),
and 65 registrations

Grand Valley State University,
Bachelor of Business
Administration



Norm Cook

Executive Vice President, Organizational Development
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As a member of the Executive Team with a specific focus on corporate development and strategic growth, Norm is focused on mergers and acquisitions, advisor recruiting, and business development. He works closely with segment leaders across the firm to support consistency in the client experience while expanding the scope and breadth of Sequoia's service offerings. Nothing is more important than the relationships he builds with clients; he considers it an honor to serve Sequoia's mission of Enriching Lives™.

With more than 25 years of experience in the financial services industry, Norm has served in a wide variety of roles including President and CEO of WEALTHSTONE ADVISORS, Portfolio Manager for Crestwood Asset Management, and leading Banc One/JP Morgan's Institutional Investment Group. These, and other experiences have helped him gain valuable insight into the many facets of financial planning and investment management and instilled in him a continuous drive to improve and enhance the investor experience. He leverages the knowledge gained through these experiences to help clients on their way to achieve their financial goals.

Investment advisory services offered through Sequoia Financial Advisors, LLC, an SEC Registered Investment Advisor. Registration as an investment advisor does not imply a certain level of skill or training.

