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Sean Baenen

Group President and Managing Partner

Sean is responsible for the day-to-day management of NorthRock, overseeing service delivery across all lines of business around the world. With more than three decades as an executive, entrepreneur, and investor, he personifies NorthRock's experience-based Personal Office® approach.

In his current role, he works to combine the fluid organizational intelligence required in a startup environment with the tailored "client first" service culture of our comprehensive coaching and advice businesses. Prior to joining NorthRock, Sean was a long-time entrepreneur in Silicon Valley with a successful track record in the FinTech and professional sports industries. This followed work with some of the world's most-known consumer financial sponsors (KKR, Friedman, Fleisher & Lowe, TPG and L Catterton) as an advisor, executive, and professional investor. His experience included 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 Bachelors of Arts in Marketing & Organizational Communication from the University of Iowa, graduating with Honors and as a member of the President's List. He is also a Socrates Scholar of The Aspen Institute.

Sean and his wife Stacey have three adult daughters who are living in California, 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 - any given weekend, he is equally likely to found in the gym or onstage.

PROFESSIONAL AND COMMUNITY INVOLVEMENT

- ✓ Chairman, NorthRock X Europe
- ✓ Vice Chairman, Foundation X
- ✓ Aspen Institute Socrates Scholar
- ✓ Elon University Parent Board
- ✓ Advisor to leadership of KKR Consumer Retail Group
- ✓ Advisor Texas Pacific Group Growth (2009-2012)
- ✓ Chair of St. Ignatius Holiday Food Drive (2016-2020)
- ✓ Board Member, San Francisco Lacrosse Club (2015-2019)
- ✓ Youth Lacrosse Coach (2017 & 2018)
 - 2018 U14A Girls Northern California State Championship Team