May the force (of Bruce Kridler) be with you.

Take the passion, integrity and optimism of Bruce Kridler. Mix in equal parts independent research, fiduciary discipline and the goals-driven wealth management strategies of Greenleaf Trust. And you begin to get a sense of why we devoted five months of time and effort to hire Bruce Kridler as Senior Vice President and Business Development Officer – and why he, in turn, was so gratified to find a firm that shares his enduring values. Bruce’s excitement for life; the mix of academic discipline and unbridled creativity he encountered at Cranbrook, Denison University and George Washington University; and the dramatic success he had in leading a wealth advisory team for one of the nation’s largest banks, all work together for your benefit and well-being. Perhaps you’re asking, as many are, “How can I make a meaningful impact? What will my legacy be? Have I done enough to protect my heirs? What’s the right strategy for achieving my philanthropic goals?” Whatever your questions, we’ll find the answers. Our clients say we’re a force for good. Call Bruce today, and let the force of Greenleaf Trust be with you, too.