



**John F. Hell**  
Senior Trust Officer and Senior Wealth  
Manager

John is a Senior Wealth Manager with SVA Plumb Wealth Management, LLC and a Senior Trust Officer for SVA Plumb Trust Company, LLC.

John has over 37 years of experience in the financial services industry with over 30 years focused on trust and asset management services for individual and business clients.

He works closely with clients during each phase of the financial and estate planning process and helps clients set goals and identify resources available to meet them. He then creates a plan to structure the resources to achieve those goals.

John has served as President of the Aurora Hospital of Burlington Community Foundation and has held numerous other non-profit foundation and endowment board assignments. John has also been a Rotarian for many years.

He is a past member of the Wisconsin Bankers Association (WBA) - Trust Section Board of Directors and the Walworth County Estate Planning Council.

John resides in Brookfield with his wife. He has three adult children and five grandchildren. He enjoys golfing, sporting events, travel and spending time with family and friends.

John is an Investment Adviser Representative and Trust Officer.



**John F. Hell**  
Senior Wealth Manager

**Areas of Expertise**

- Comprehensive Financial Planning
- Asset Management
- Investment Analysis
- Retirement Income Planning
- Trust & Estate Planning

**Education**

**University of Wisconsin- Eau Claire**

Bachelor of Business Administration

**Cannon Financial Institute- Trust I, II, and III**

**Cannon Personal Trust School Certification**