



Biography of Jon Jacobs



With over 30 years of leadership experience in the wealth management and insurance industries, Jon has extensive experience innovating advisory platforms, product, distribution models and technology. Jon's experience includes having successfully created an entirely new distribution channel for a large, national wealth management company and a risk management platform for a national RIA as well as having led control and minority investments across several companies.

He is considered a thought leader in many of today's dynamic financial services segments including private equity's role in the life/annuity industry as well as wealth management. Jon brings this knowledge and experience to bear as a leader for LIBRA Insurance Partners as well as an expert industry consultant.

Jon graduated from George Washington University with a degree in economics and received his master's in business administration from the Columbia Business School. He currently resides in Salt Lake City, Utah where he thoroughly enjoys every aspect of mountain life.