MICHAEL BRAUN

Chief Revenue Officer · WealthTech Operator · Financial Services Professional

Minneapolis, MN | mike@wallacefinance.io | 952-452-6912 | linkedin.com/in/michael-braun22

SUMMARY

WealthTech operator building the go-to-market for Wallace Finance, a direct indexing and goals-based planning platform for independent RIAs. Experienced across advisor distribution, business banking, and financial planning, with a focus on helping advisory firms modernize and deliver better client outcomes. Licensed (SIE, Series 6, Series 63, Life and Health) and a CFP® candidate.

EXPERIENCE

Chief Revenue Officer
May 2026 to Present

Wallace Finance

- Building the go-to-market motion for an independent-RIA direct indexing and goals-based planning platform.
- Own RIA outreach, pipeline development, and the sales infrastructure to scale across markets.
- Bring tax-loss harvesting, portfolio customization, and financial planning together into one advisor-facing platform.

Investment Consultant, Internal Wholesaler
Dec 2025 to May 2026

Thrivent Asset Management, Minneapolis, MN

- Supported advisors across the Central Valley and Southeast territory (Michigan, Ohio, Florida, Georgia).
- Partnered on portfolio construction, investment strategy, and asset allocation to deepen distribution.

Relationship Banker, Small Business Solutions
Jul 2024 to Nov 2025

JPMorgan Chase, Minneapolis, MN

- Specialized in business banking, prospecting target clients to build long-term relationships.
- Collaborated with wealth management partners across lending, deposits, cash management, and wealth solutions.
- Built expertise in client relationship management, sales, financial analysis, and underwriting.

Financial Representative, Internship
May 2023 to Jan 2024

Northwestern Mutual, Minneapolis, MN

- Advised individuals and families on financial planning, retirement strategy, and insurance.
- Recognized as one of Northwestern Mutual's top 200 interns nationally.

EDUCATION

Concordia University, Saint Paul
Aug 2020 to May 2024

Bachelor of Science, Business Administration and Management, Saint Paul, MN

LICENSES & CERTIFICATIONS

Licenses: SIE (FINRA, 2024), Series 6 (FINRA, 2024), Series 63 (NASAA, 2024), Life and Health Insurance (MN Dept. of Commerce, 2023).

CFP® Candidate, The American College of Financial Services (enrolled 2026, target exam March 2027).

Additional: Microsoft Excel Professional Certificate (Coursera, 2025), HubSpot Inbound Marketing Certification.

CORE COMPETENCIES

Wealth Management · Direct Indexing · Tax-Loss Harvesting · Financial Planning · Retirement Planning · AI & WealthTech · Sales Leadership · Advisor Distribution · Portfolio Construction · Business Development