

## Leadership lessons at every step



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### **Philosophy**

Dan Farley has collected leadership lessons his entire life, starting with his mom, who he says is the very best example of a servant-leader role model — something he aspires to be every day. “I grew up the youngest of six boys, and my mom was amazing. She taught us how to work hard and lead a fulfilled, grateful life,” he says. “After school, I joined the Army, and that brought new lessons. I learned three important questions, which I believe are crucial to exceptional client service: Can I trust you? Are you committed? And do you care about me?” These questions form the basis for collective success, Farley believes, especially in the fast-paced digital world in which we are now living.

### **Career and education**

Dan joined U.S. Bank in 2010 and was named Northern Region Executive in 2016. Before taking the top position for U.S. Bank Private Wealth Management’s largest market, he was a regional investment director and an investment lead in the Twin Cities. He started his career in the financial services industry in 2005. Prior to this professional move, Dan served for five years on active duty with the U.S. Army as a combat engineer officer, and he was a member of the Minnesota Army National Guard.

An accomplished public speaker, Dan has been quoted in a number of national news outlets, including The Associated Press, Bloomberg News, *The Wall Street Journal* and CNBC.

Dan earned his MBA from The Wharton School at the University of Pennsylvania graduating in the top five percent of his class, and his B.S. from the University of Notre Dame, where he graduated summa cum laude. He is a Chartered Financial Analyst® (CFA) charterholder.

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*“You can’t outsource trust.  
People want to know  
that you care about and  
understand them, and  
they want to know you  
have a common goal.”*

### **Community involvement**

Dan is Treasurer of Banyan Community, a nonprofit group rooted in the Phillips neighborhood of Minneapolis, with a mission to transform lives by developing youth, strengthening families and creating community. He is also on the Board of Governors for the Minneapolis Club and is a former member of the Our Lady of Grace Catholic Church Parish Council.

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