US Private Wealth Management
U.S. Bank

Together we are stronger

John Sinnema
Regional Executive
john.sinnema@usbank.com
213.615.6566

As a Regional Executive for U.S. Bank Private Wealth Management, John is responsible for growing and managing all aspects of Private Wealth Management in California.

John began his career as a manager for a consulting firm, learning how to help others work towards their goals and how to build long lasting relationships. In 2001, he joined Union Bank in Los Angeles as a corporate recruiter. One of John's colleagues there recognized his potential and encouraged him to join a management training program. The program taught John the fundamentals of financial services — managing branches, investment portfolios and understanding commercial credit. Through this journey, John developed an affinity for working with people to help them solve complex financial problems and he eventually pursued his passion, taking a position as a private banker. From there John grew in his leadership roles and led a private client service team in Beverly Hills, then a team of private bankers spanning Los Angeles to Seattle.

Throughout these developments, relationships remained key to John's success. John is fortunate to have had several strong mentors throughout his career and these leaders have been instrumental in helping to shape John's philosophy around the importance of long term relationships. "I have a passion for leadership and especially enjoy coaching our officers to embrace the team approach when working with our clients and their families. I am most excited when we work together to help clients understand and move toward their goals."

Philosophy

At U.S. Bank Private Wealth Management, employees work in an environment where highly educated, extremely skilled and experienced people use their knowledge and expertise to help others. With all the technical know-how, it's easy to forget that financial matters are very personal and emotional. To that end, John firmly believes that we must first show clients how much we care for them before impressing them with analytical capabilities. In this way, John maintains long term relationships with both clients and colleagues.

continued

"People don't care how much you know until they know how much you care."

Truly connecting with clients and building long-term relationships is the most rewarding part of his job. John enjoys spending time with clients and becoming part of their family. As a leader, John has found equal if not greater reward in showing his colleagues how much he cares.

Education and community involvement

John earned a bachelor's degree in communication from Arizona State University. He continued his education at the University of Southern California, earning a Master's degree in business administration.

Outside of the office, John is actively involved on the Board of Trustees for the California Science Center, Board of Directors of the North Valley YMCA in Northridge and the Advisory Board of the San Fernando Valley Rescue Mission. He is also a Director of the Ford Theatre Foundation in Hollywood. When he is not working or spending time supporting these organizations, he enjoys coaching his three daughters' soccer teams and spending time with his family.

John Sinnema
Regional Executive
U.S. Bank Private Wealth Management

john.sinnema@usbank.com | 213.615.6566
633 W 5th Street, 29th floor, Los Angeles, California 90071
privatewealth.usbank.com