



**John Koene**

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*“When life gives you lemons, make lemonade.”*

- Financial Professional and Branch Manager holding Series 7, 24, 63 licenses

John joins HJ Sims as Managing Director, leading an esteemed team of private client financial professionals for the northeast complex, including the Fairfield, CT and Red Bank, New Jersey offices. A highly respected leader, John attributes his leadership skills to his diverse past experiences as a business owner and entrepreneur. John attended University of North Carolina, Greensboro, seeking a degree in business. Following a life-altering medical accident, John instead pursued a series of independent business ventures. At age 22, John opened his own fresh-squeezed lemonade store on the boardwalk in Ocean City, Maryland, kick starting his involvement as a small business owner in the restaurant, jewelry (and even Christmas tree farm) industry.

John's has more than a decade of experience in the financial industry holding roles as Assistant Manager and Senior Vice President/Branch Manager. Prior to his financial industry career, John worked in the retail and wholesale mortgage industries, serving in various sales and executive managerial positions, including Regional Sales Manager.

John meets each challenge, finding the positive, in order to create opportunity for his clients. You can take it from John—he literally took lemons and made a lemonade business!

John lives with his wife, Pam, in Brielle, NJ, along with their three daughters, Autumn, Hope, and Isabelle.