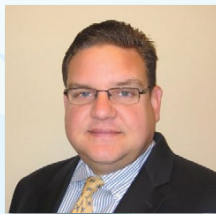


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JAMES J. BURNS, CFP

CEO/PRESIDENT • JJ BURNS & COMPANY

James J. Burns is the founder and President of JJ Burns & Company. A nationally recognized wealth management expert, Burns has more than 30 years of experience working with institutions, families, and small groups. His goal is to provide individual clients with corporate-caliber investment and financial planning services.

Burns heads up an experienced team of advisors that builds comprehensive wealth management plans for high-net-worth families, small businesses, and endowments. Under his leadership, they work closely with clients and their families, businesses, and trusted advisors to create customized, sustainable strategies.

Burns is a regular financial commentator on CNBC. He is frequently quoted in publications such as The Wall Street Journal, Reuters, Bloomberg, CNN Money, BusinessWeek, and Men's Health. Burns is sought out for his expertise in strategic

planning, executive compensation, and small business development. He previously hosted the television show "In the Money" for Cablevision.

Burns previously worked at a Wall Street firm where he managed institutional portfolios. He has served as director on the boards of multiple established and start-up businesses and served as treasurer for the National Foundation for Human Potential. He is a CERTIFIED FINANCIAL PLANNER™ professional and CFP Board Ambassador.

An Alumni of Hofstra University School of Business, Burns helps students discover their true passion in the global world of business. He has developed a college internship program for students interested in the wealth management industry. He also serves on the advisory board of the Northport High School Academy of Finance.



Have you always considered yourself a "numbers person"?

No. In fact, I'm far more of a visual thinker and big picture person. I think you have to be to develop wealth management/financial plans that account for life's uncertainties and complexities. The numbers are an important part of that picture, of course. They inform and influence the decision-making process, but they're the trees, not the forest.

What part of your job do you find most difficult?

Ironically, the most difficult part of my job is also the most rewarding, and that's leadership. It's important to me that I'm always setting an example of who we are as a company and why we do what we do. Values come from the top, so when I'm living the core values of our organization, so will my team—to the benefit and enrichment of not just the company but our clients.

What do you do to give back to your community?

Of all I'm involved in, my favorite is helping young adults discover their unique talents. I work with students at the Northport High School Academy of Finance, a program that prepares them for a career in the financial services industry. I mentor the students and help them understand what it's like in the real business world and in my industry specifically. It's incredibly rewarding to see that you're making a difference in a young person's life.