



Julie L. Genjac

Managing Director
Applied Insights

Julie Genjac is a managing director, applied insights for Hartford Funds. She works with financial professionals in a practice-management capacity, including engaging and educating professionals and their clients about current and emerging opportunities in the financial services marketplace. These range from areas such as practice management, team dynamics, investment and retirement-income planning, to anticipating and preparing for long-term demographic and lifestyle changes.

Julie joined the organization in 2018. Prior to joining the company, she was a senior vice president and director of practice management & professional development at D.A. Davidson & Co. Julie's many responsibilities included the creation and implementation of all professional coaching and training programs to enhance productivity and the client experience. She began her career at UBS PaineWebber and transitioned to become a wealth-management financial planner at Wells Fargo. She is a registered representative of Hartford Funds Distributors and is FINRA Series 7 and 66 registered. She holds her Washington state insurance license and is a Certified Wealth Strategist, Accredited Asset Management Specialist, and Registered Corporate Coach.

In 2019, Julie was recognized by Money Management Executive on their annual "Top Women in Asset Management Awards" list. In addition, Julie's alma mater, Forest Ridge School of the Sacred Heart, recently honored her as their "2020 Distinguished Alumna." Julie also proudly serves on the Alumnae Board of Forest Ridge, in an effort to give back to the school that gave her so much.

Originally from Bellevue, Washington, Julie attended the University of Washington where she received a bachelor's degree in economics. She currently lives in Kirkland, Washington, with her husband, Nedim.