



Julie L. Genjac

Managing Director
Applied Insights

With over 20 years of experience in the financial services industry, Julie believes that financial professionals sit in the industry's most difficult seat. As a registered corporate coach, she has extensive experience in coaching financial professionals and their teams, to help them not just create a vision for their practice but also achieve it. In addition to coaching, Julie's passionate about engaging and educating financial professionals and their clients to prepare them for long-term demographic and lifestyle changes that lay ahead.