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Blue Trust Names Keith Krebs Managing Director to Help Ensure Continued Excellence

Chicago appointment spotlights company's 'commitment to next-generation leadership development' and 'dedication to mission'

CHICAGO – Blue Trust has promoted Keith Krebs, one of its leading advisors, to managing director of Blue Trust's Chicago office, to ensure continued excellence as it helps clients make financial decisions in keeping with their faith and values.

Effective Jan. 1, 2025, this appointment was announced by Aaron Klopfenstein, Regional Managing Director and Senior Partner. "The success we've achieved alongside our clients is grounded in the expertise and dedication of our team, who embody our core values and principles," said Aaron. "These leadership transitions demonstrate our unwavering commitment to cultivating next-generation leaders, emphasizing a long-term vision and steadfast dedication to the company's mission."

Keith takes over the managing director's position in Chicago from George Kawasaki, who will continue with the firm as a Senior Private Wealth Advisor and Senior Partner. "We are deeply grateful to George for his faithful leadership of the Chicago office for many years," said Aaron. "George's dedication, vision, and steadfast commitment to our mission have been instrumental in building a strong foundation and fostering growth. His leadership has been a source of inspiration, and we are profoundly thankful for the impact he has made on the team and the clients it serves."

Keith has served in the private wealth division of Blue Trust since joining the company in 2008. Prior to joining Blue Trust, he had a successful career as a senior financial executive at Kraft Foods. Keith earned an MBA in finance with high distinction from The University of Michigan in 1986 and a BBA in finance with distinction from Iowa State University. Active in the Chicago community, he has served in many church leadership positions and is a regular speaker on finances and stewardship. Keith and Tracy live in Lake Forest, Illinois and have two adult daughters.

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About Blue Trust

Blue Trust advisors apply biblical wisdom and technical expertise to help clients make wise financial decisions to experience clarity and confidence and leave a lasting legacy. With \$59 billion assets under advisement and a nationwide network of 17 offices, we offer comprehensive financial services and objective advice to more than 10,000 clients across the wealth spectrum in all 50 states. *As of 6/30/24 and subject to change.*

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