



Lena Haas
General Partner
Edward Jones

Lena Haas leads the Edward Jones Client Strategies Group, which includes Advice and Guidance, Solutions, Products and Services, Banking and Business Architecture. Client Strategies Group equips client teams with advice and guidance, financial planning tools and resources, products and solutions throughout the client journey.

Lena serves on the firm's Operating Forum and she chairs the Edward Jones Money Market Board.

Lena joined Edward Jones in November 2017 to lead the Banking and Trust areas of Client Strategies Group and consequently assumed leadership of the Investment Advisory area. She spearheaded the development of firm's banking strategy and helped transition it to a new business unit. Lena was named an Edward Jones principal in January 2018.

Prior to joining Edward Jones, Lena was a senior vice president with E*TRADE Financial, where she led the Wealth Management business and served as president of E*TRADE Capital Management. Before joining E*TRADE, Lena held a variety of leadership roles at Bank of America Merrill Lynch and Fidelity Investments.

Lena earned a bachelor's degree from Tufts University in Boston and an MBA from Harvard Business School. She has also completed Kellogg School of Management Women's Senior Leadership program.

Lena and her husband, Bjorn, live in St. Louis with their two sons, Andrew and Daniel. Lena is passionate about bringing art to the community and serves on the board of Craft Alliance.