



Julie L. Genjac

Vice President and Managing Director
Applied Insights

Julie Genjac (pronounced “jen-jack”) is a vice president and managing director of applied insights for Hartford Funds and a Certified Advanced Corporate Coach. She engages and educates financial professionals and their clients about emerging opportunities in financial services, and leverages her 20 years of industry experience to provide business coaching to financial professionals and teams around the country. An expert in all things practice management, Julie specializes in team dynamics—with a particular focus on helping leaders hire, retain and develop talent—so they can nurture efficient and effective teams that provide excellent client service. Julie also speaks about long-term demographic and lifestyle changes associated with retirement and is the co-host of the Hartford Funds Human-centric Investing Podcast, which features conversations with thought leaders from inside and outside the financial services industry.

Prior to joining Hartford Funds in 2018, Julie was a senior vice president and director of practice management and professional development at D.A. Davidson & Co., where she discovered her passion for professional coaching and created training programs to enhance productivity and the client experience. Julie began her career at UBS PaineWebber, later becoming a wealth-management financial planner at Wells Fargo.

Julie is a registered representative of Hartford Funds Distributors, LLC, and is FINRA Series 7 and 66 registered. She holds a Washington state insurance license and is a Certified Wealth Strategist®, Accredited Asset Management SpecialistSM, Registered Corporate CoachTM, and Certified Advanced Corporate Coach. Julie also completed the Securities Industry Institute® (SII) Executive Education Program through Wharton Executive Education.

Given her passion for mentorship and educating the next generation, Julie provides thought leadership to GenHERation, a network that creates life-changing opportunities for high school and college women, and she received GenHERation’s 2022 Icon Award. Julie also won a Money Management Executive “Top Women in Asset Management” award in 2019.

Julie’s expertise has been featured in Barron’s, Financial Planning, Financial Advisor, InvestmentNews, and more.

Julie currently lives in Kirkland, Washington, with her husband. You’ll never find her without several bottles of water and a to-go container of Clorox wipes, and when the self-proclaimed “Queen of Efficiency” isn’t happily checking items off her to-do list, Julie enjoys boating in the beautiful Pacific Northwest. She also loves making home improvements using her many power tools and spending time with her niece and nephew.