Tim Gerend was named executive vice president and head of career distribution January, 2019. In this role, Gerend has executive responsibility for all aspects of Northwestern Mutual’s industry-leading career distribution system. The teams in Career Distribution work with enterprise partners to ensure that the company’s field system is healthy, growing and delivering on our enterprise strategy to be at the center of our client’s financial lives. In this capacity, Gerend also serves as a member of the Senior Leadership Team, which oversees Northwestern Mutual’s strategy, execution and operations.

Gerend joined Northwestern Mutual as an attorney in 2002 and has held a variety of positions of increasing responsibility in the Law, Field Compensation & Planning, Enterprise Compliance and Agencies departments. In 2008, he was appointed an executive officer of the company. From 2011 to 2013, Gerend also was responsible for leading the company’s long-range campus planning initiative. This work included the planning and design of the new Northwestern Mutual Tower and Commons, which opened in 2017. Gerend moved back to the Distribution function in October of 2013 and since that time he has been focused on distribution health and growth.

Before joining Northwestern Mutual, Gerend was an associate in the Commercial Litigation Practice Group at Seyfarth, Shaw in Chicago. Gerend is a graduate of Butler University with a B.S. in Economics and received his J.D. from the University of Notre Dame.

Gerend and his wife Sandy have four children. They are active members of St. Monica’s Parish in Whitefish Bay. Gerend is actively engaged as a leader in the community and the industry. In the community, he is passionate about supporting opportunities for young people to have
great experiences and grow towards their potential. He serves on the board of the Schlitz Audubon Nature Center, where he is past President, and he is a board member of Milwaukee College Prep, a leading charter school that serves Milwaukee’s inner city. In the industry, Gerend has been an advocate for professionalism and high standards and for building and growing the next generation of financial advisors. He has served on the Advisory Board for the Center for Ethics in Financial Services and he currently serves on the CFP Board’s Center for Financial Planning and he is a Trustee of the American College. For fun, Tim enjoys all sports and anything outdoors, especially cheering for and coaching his kids in a variety of activities.