



VLADISLAV ZHERENOVSKY, MBA President and CEO, Kraner, LLC

While growing up in Latvia and witnessing the fall of the Soviet regime, along with the devastation of the entire country's economy, Vladislav (Vlad) Zherenovsky developed a desire to learn about the complexity of financial systems. When he relocated to the United States, he realized that most people did not understand the financial system, especially he and his fellow immigrants. Therefore, after graduating from high school, Vlad enrolled in college and devoted the next six years to studying finance and economics.

In 2004, Vlad graduated from Cotsakos College of Business at William Patterson University in Wayne, New Jersey with a Bachelor of Science degree and later with a Master of Business Administration degree in finance and economics. In addition, he studied at the Hessen International Summer University at Goethe University in Frankfurt am Main, Germany and participated in study abroad in China through the Sino School of International Management in Beijing and Shanghai.

After graduate school, Vlad worked as a financial analyst at Fitch Ratings in New York. He later accepted a position as an investment advisor representative at Morgan Stanley in the greater New York City area. He was then recruited to Wachovia/Wells Fargo as a licensed financial specialist, offering investment and insurance advice as a personal banker to high-net-worth families.

Today, as the founder, president, and chief executive officer of Kraner, LLC, Vlad has a true invested interest in providing financial guidance to families. He has amassed over 15 years of experience working in the industry and has assisted over 400 high-net-worth families by providing holistic wealth management strategies and streamlining their financial affairs.

Kraner, LLC is an independent financial advisory firm licensed in 22 states. Vlad and his team are hired by families to oversee their assets and to create financial plans to help meet their goals. Whether they are building wealth through investing, funding a child's education, planning for retirement, or protecting an estate, Vlad says, "Your goals are our goals." He explains, "Our entire team works together, hand-in-hand, in the clients' best interest, with all their goals and dreams firmly in mind."

Vlad currently holds multiple registrations in the securities field including a *Life and Health Insurance License* as well as *Series 7, 66, and 31*. He is also an investment advisor representative of Voya Financial Advisors. At Voya, he was given the prestigious *Premier Partners Award** for his outstanding dedication to clients during the investment planning experience and has also been the recipient of the *Five Star Wealth Manager Award* for the past five years.

According to Vladislav, what sets him apart from others in the financial industry is that he built his company one client at a time by being held to a fiduciary standard and putting their interests ahead of his own. He also has the experience necessary to understand the importance of providing financial education.

"We live in the storm of financial confusion and information, but what's missing is the wisdom and understanding to protect your family's financial well being."



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