

ActiFi

Spenser Segal
Chief Executive Officer

Spenser Segal, CFP, is the Chairman and CEO of ActiFi, Inc., a Minneapolis-area firm specializing in translating business objectives into executable processes. ActiFi works with select registered investment advisory firms acting as Chief Process Officer, and in addition, ActiFi assists enterprise-level firms on a consulting basis. ActiFi's core offering is helping clients turn ideas into reality by assessing a firm's workflows and technology tools, implementing best practices, and providing process training.

Segal has more than 17 years of experience in the financial services industry, including Vice President of e-Commerce Strategy and Development for American Express Financial Advisors (AEFA), where he directed the reconstruction of several business-focused Web sites into an integrated, customer-oriented financial services offering. He also held management positions at Dain Rauscher, Barrington Capital Management, and BigCharts, making significant contributions to the growth of each business. For a number of years, Segal ran a successful financial planning and money management practice as a Certified Financial Planner.

A graduate of the University of Minnesota, Segal also earned the Accredited Investment Fiduciary Analyst™ designation from the Center for Fiduciary Studies. He serves on the Board of Directors/Advisors of numerous non-profit and for-profit organizations. Segal lives in Plymouth, MN, with his wife and three children.