



John "Jay" Wisentaner, CFA

Jay joined the United Methodist Retirement Communities (UMRC) & Porter Hills Board of Trustees (now Brio Living Services) in 2019 during the affiliation between the two senior living organizations. Prior to that, Jay was a member of the Porter Hills Planned Giving Committee and served as its Chair from 2012 to 2013. Jay also served on the Porter Hills Foundation Board from 2014 to 2021, serving as Chair from 2016 to 2019. He is Past Chair of, and continues to serve on, the UMRC & Porter Hills Foundation Investment Committee. Jay also serves on Brio Living Services' Finance and Audit and Governance Committees.

A graduate of The Wharton School of the University of Pennsylvania, Jay is an investment advisor and equity partner at Norris, Perné & French LLP Investment Advisors in Grand Rapids. Jay received his Chartered Financial Analyst (CFA) designation and is a member of the CFA Institute. He has over 30 years of well-rounded equity and fixed-income portfolio management and research experience as an investment advisor.

Jay is an active member of his community and serves on several boards and committees. These include: member and past president of CFA Society West Michigan, chair of University of Pennsylvania Secondary School Committee of Western Michigan, and national co-chair for University of Pennsylvania QuestBridage committee. He is also actively involved in Grand Rapids Rotary Club and is a member of Grand Rapids' University Club and Economic Club.

Why I serve as a Brio Living Services Board Member: "My values align with the Brio Living Services' Mission, Vision, and Guiding Beliefs. The unique entrepreneurial spirit and collaborative culture of Michigan have been integral to my success as a business owner. I believe I have a responsibility to give back to this very special community. I am proud of my gifts of time, talent, and treasure to Brio Living Services and the collaboration to develop a world in which all are empowered to age well. We are standing on the shoulders of those who came before us. And our shoulders will be there to hold the ones who follow us."