



## **Jeff Williams**

Jeff Williams joined the UMRC-Porter Hills Foundation Board in 2022. With 36 years of experience in finance, Jeff has also provided expert service as a member of the Porter Hills Investment Committee and the UMRC-Porter Hills Foundation Investment Committee over the last five years. We are delighted to have Jeff's vast skills and commitment to the community as a member of the Foundation Board.

Jeff's detail-oriented nature and expertise enables him to approach financial problems with wisdom and confidence. "Early in my career, I was drawn in by how effective a multi-disciplined approach can be in managing clients' tax, financial planning, and investment management requirements," says Jeff. "The more technical the financial challenge, the more interested I become in 'solving the puzzle.'"

In 2004, Jeff founded Grand Wealth Management, which helps advise clients on how to wisely use their resources. Previously, Jeff was a principal with Ernst & Young for 18 years. He served as director of Personal Financial Counseling Services for the firm's West Michigan practice and director of Investment Advisory Services for the Lake Michigan Area (including Chicago).

A seasoned financial planner, tax professional, and investment manager, Jeff has been a guest speaker for statewide groups including the Michigan Association of Certified Public Accountants, the Western Michigan Estate Planning Council, and the Estate Planning Council of Northern Michigan. He also shares his passion for the community through his involvement in the Grand Rapids Chamber of Commerce and the Economic Club of Grand Rapids.

Jeff and his wife enjoy spending time with their three grown children, as well as traveling and improving on his golf game.