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Advisor Network

Jeff Haines

Technology Consultant

Jeff Haines is the Technology Consultant of Thrivent Advisor Network, the independent registered investment advisor (RIA) subsidiary of Thrivent. In his current role, Jeff works closely with its community of independent advisors to help them solve their most pressing people, process, and technology challenges.

Jeff has more than 30 years of financial services industry experience, including consulting, software development, and executive management. He has consulted with some of the largest U.S. financial services firms to help them analyze business problems and create solutions to those problems. Throughout his career, Jeff has worked directly with financial advisors to design client-focused processes that more effectively leverage their staff and technology. He has expertise in product development and management, with a particular focus on integrating multifaceted financial tools into easy-to-use online programs. In addition, he has held executive level positions at financial services firms in branch administration, marketing, technology, and operations.

Jeff joined Thrivent Advisor Network in October 2018 and helped execute the 2019 launch of the hybrid RIA as a wholly owned subsidiary of Thrivent, a Fortune 500[1] diversified financial services organization helping more than 2 million clients2 achieve financial clarity. Prior to his current role, Jeff was Senior Vice President and Chief Operating Officer at ActiFi, a software and solutions company that creates scalable business execution programs for the financial services industry. Prior to that, he worked in a series of increasingly senior roles at Piper Jaffray from 1985 to 2006.

Jeff has a bachelor's degree in mathematics and education from St. Olaf College, and an MBA in marketing form the Carlson School of Management at the University of Minnesota.

1 Thrivent is ranked 388 on the Fortune 500, Fortune magazine, June 2025.
2 As of December 31, 2024