



Advisor Leadership Council



Ken Varndell
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Ken is a Certified Financial Planner™ professional (CFP®), Chartered Financial Consultant (ChFC®) and Certified Life Underwriter (CLU®).

He received his bachelor's degree in Business Administration from Bowling Green University in Ohio. He is a member of the Financial Planning Association and Investment Advisor Representative of Royal Alliance Associates, Inc.

Ken began his financial planning career in 1987 as Market Share Financial's first marketing representative, later becoming their Chief Marketing Officer.

In 2000, Ken sold his interest in MSF and founded the NorthStar Capital Group, devoting his energy and experience to the personal financial needs of his clients. Ken is a highly regarded financial planning practitioner and public speaker. Ken lives in Carmel, IN with his wife Debbie.

Ken Varndell previously served as Chair to MarketShare's 2019 & 2020 Advisor Leadership Council.

MISSION STATEMENT

To provide a voice from Advisors directly to the firm and the broker dealer. Consistent, two-way communication and engagement to enhance the partnership, develop and maintain the firm culture, and ensure the synchronization of goals. Be a leader to the firm's advisors and partners.