



GREENLEAF[®] TRUST

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Birmingham, MI, October 2013 – Greenleaf Trust announces a new hire

Greenleaf Trust is pleased to announce that Bruce Kridler has joined the firm's Birmingham office as Senior Vice President and Business Development Officer. Mr. Kridler has more than 20 years experience in the banking and financial services industry, and eight years as a pension and investment consultant. Prior to joining Greenleaf Trust, he was Managing Director of Huntington Bank Wealth Advisors in Birmingham.

Mr. Kridler serves on several boards including the Birmingham/Bloomfield Chamber of Commerce (acting President), Variety the Children's Charity, the Holocaust Memorial Center, the Michigan Parade Foundation, Tanahill Society of the Detroit Institute of Arts, the Reception Committee of the Detroit Economic Club, and the Planned Giving Committee of the Beaumont Hospital Foundation.

He earned a bachelor's degree in sociology from Denison University and did doctoral work in industrial and organizational psychology at George Washington University in Washington, DC.

About Greenleaf Trust

With offices in Kalamazoo, Birmingham, Traverse City and Petoskey, Greenleaf Trust is an independent Michigan-chartered trust-only bank, exclusively focused on wealth management, trust and estate administration, and administration of company-sponsored retirement plans. Through our unique, client-centric team approach, we provide highly personal and customized client service, with no conflicts of interest, to ensure our clients' financial security from generation to generation.
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