

Jeff Crouch

Vice President - Investments



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Jeff offers his clients sound investment counsel based on solid research, intellect and hard work. He specializes in constructing and implementing investment strategies geared towards the achievement of his clients' financial goals and objectives. He particularly enjoys establishing strong long-term relationships in order to better serve his clients' evolving financial needs over time.

Prior to joining Umpqua Investments in 2009, Jeff was with Morgan Stanley Smith Barney in Santa Rosa. He began his financial advisory practice with Edward Jones in 1998. His strong and life-long foundation within the financial services industry began in 1978, when he was a branch manager for a savings & loan in Dayton, Ohio.

Jeff is a native of Dayton, where he attended Wright State University.

Jeff and his wife, Barbara, have two grown daughters and live in the town of Windsor, California, just north of Santa Rosa. Jeff is active in many community organizations including the Santa Rosa Chamber of Commerce where he serves on the Board of Directors, the Executive Committee and Chairs the highly acclaimed "Leadership Santa Rosa" educational program. He is also an avid bicycling enthusiast typically logging more than 5,000 miles per year.

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