John Litscher, CFP®, CRPC®, AWMA®, CRPS®

After graduating from Lake Forest College in Illinois with a BA in Business Administration with an emphasis on finance, John joined Lincoln Financial Advisors in May of 2000 as a Private Wealth Advisor. After his first year at Lincoln, John established his commitment and knowledge of the financial industry by leading the nation in business versus other first year representatives. Since then, John has been honored with both President's Club and President's Cabinet Honors numerous times while serving his clients at Lincoln Financial Advisors.

John has an extensive background in working with employer benefits and helping his clients with their Investment, Estate, and Retirement Planning. He has worked with established employers in the Wisconsin area, such as UW Madison, UW Hospital and Clinics, City of Madison, the Madison Metropolitan School District, Medical College of Wisconsin, as well as Meriter Hospital and Edgewood College. In 2003, along with two other partners, John started his own company through Lincoln Financial Advisors. The Capital Group has over $600 million under management and seven employees.

In his free time, John enjoys playing and watching sports and helping out in his community. He is currently serving on the University of Wisconsin Hospital and Clinics board, Gilda's Club Board of Directors (Vice-Chair), Tommy G Thompson Charity (Finance-Chair), as well as Summit Credit Union's Board of Directors (Vice-Chair). Eleven years ago and in conjunction with the Optimist club, John established and leads a monthly meal program that provides home-cooked meals to the children, families, and workers of the UW Children's Hospital. In addition, John is the leader of the Southern Wisconsin Optimist Children's Cancer Campaign.

John was featured in InBusiness Magazine as a Civic-Minded Executive, honored with the "Forty under Forty" leadership award in Dane County, and featured as the cover story article highlighting young, ambitious, and driven leaders in Madison (June 2008) . In 2008 and every year thereafter John has been honored as one of America's Top Financial Planners as awarded by the Consumers' Research Council of America.