



NEWPORT CAPITAL GROUP

Lauren Goldfarb, AIF®

Senior Vice President Business Development

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Lauren Goldfarb, AIF®, is Senior Vice President Business Development at Newport Capital Group; she joined the firm in 2009 as Vice President of Marketing. Her primary responsibilities include managing and coordinating the marketing, sales and business development activities of the firm, some of which include attending prospective client meetings, industry networking and building strategic relationships for the firm. She is responsible for managing relationships with centers of influence, referral partners and community members as well as meeting with business executives. Lauren leads the team responsible for RFPs for Newport Capital Group's advisory and consulting business.

Lauren was honored by NJBIZ as one of New Jersey's 2019 Forty Under 40 award winners. She has been quoted in Investment News, Financial Advisor Magazine, The Star Ledger and The Daily Record. She has been invited to speak at numerous industry conferences, including the Financial Advisor Symposium and FPA NexGen, on various marketing and financial services topics. Previously, Lauren was Director of Marketing at RegentAtlantic in Morristown, New Jersey, where she was responsible for coordinating business development activities, client events and performing target market research.

Lauren was elected to the Board of Trustees for Count Basie Center for the Arts in May 2019 and sits on the Education and Governance Committees and Co-Chairs the Centennial Task Force. She joined the Board of Directors for The Jersey Shore Partnership in December 2018 and is part of the Membership and Summer Celebration Committee.

She's a former member of the Board of Trustees of 180 Turning Lives Around, Inc., serving from 2014 until 2024. She was a member of the Nominating Placement, Development and Finance Committees and was previously Board Secretary. She participated in the Strategic Planning Committee Task Force in 2017 and co-chaired the Golf Outing in 2015. Lauren was an active member of the Junior League of Monmouth County from 2010 to 2016. She was on the Board of Directors from 2011 to 2013 as the League's Assistant Treasurer, then Treasurer.

Lauren's previous not-for-profit experience includes Girl Scouts Heart of New Jersey, where she was a member of the Board of Directors from 2008 to 2010. Her responsibilities included CEO Review, Board Development and Finance Committees. She also participated in the Strategic Planning, Alignment, and Implementation Retreat in 2010. Lauren also volunteered with Cornerstone Family Programs, assisting with their marketing and public relations efforts, and was a founding advisory member of the Young Professionals Group.

Lauren received the Accredited Investment Fiduciary® (AIF®) designation from fi360. She graduated with honors from Rutgers University with a B.S. in Marketing. She has an A.S. and A.A. from the County College of Morris in Business Administration and Fine Arts and has studied abroad in Rome, Italy. Lauren and her husband reside in Point Pleasant Beach, New Jersey.

Disclosure: 2019 NJBIZ 40 Under 40 Award: NJBIZ solicits nominations and self-nominations through the NJBIZ website, print edition, e-newsletters and e-blasts. After the nominations have been reviewed to ensure all necessary information was provided, NJBIZ sends the nominee (and cc: the nominator) an email asking them if they wish to continue to Phase II. Once Phase II is complete, NJBIZ compiles information from both the nomination form and the Phase II questionnaire/application and send it to their judges. The judges score each nominee in 3-5 categories, depending on the event, and return their scoresheets to NJBIZ. NJBIZ then compiles the scores from each judge and recognizes the top-scoring candidates as honorees. The number of honorees is 40. Company policy states that NJBIZ does not share the number of nominations received per award category. No fee is charged to participate.