



NEWPORT CAPITAL GROUP

Barbara Lancia

Senior Vice President Operations

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Barbara Lancia, Senior Vice President of Operations, brings 30 years of experience in the financial services industry. Barbara is responsible for managing the day-to-day operating activities, including trading and compliance support, client service and other operating activities connected to Private Wealth clients. She is deeply passionate about delivering exceptional service and building strong relationships with every client she supports. She acts as the liaison among our clients, advisors and investment team ensuring a seamless and personalized client experience.

In her previous role, Barbara held various leadership responsibilities, including managing a client service team, overseeing implementation initiatives and supporting staff training and professional development. Prior to joining Newport Capital Group, she worked for BNY Pershing LLC in Jersey City, New Jersey.

Barbara credits her success with her strong work ethic, adaptability, and determination — qualities she developed early in her career. She currently holds her Series 99, 7, and 63 licenses and earned a Bachelor of Science in Business Administration from Saint Peter's University, Jersey City, New Jersey. She resides in Manalapan, New Jersey with her husband and son.