

Leading Business Women of San Francisco



As Head of Investments & Advice at J.P. Morgan Private Bank in Northern California, April Kupper, CFA®, has spent her entire career walking alongside clients' financial decisions and empowering them with strategic allocations, tactical tilts, portfolio construction, and ongoing risk management across discretionary assets.

For the last 13 years, she's specialized in guiding entrepreneurs and their families through their most critical financial moments, including

pre- and post-IPO planning, and her success has made her one of California's most trusted resources for concentrated stock strategies.

"Our Private Bank is different from any other firm," says April. "We aim to be a part of our clients' lives, and help them reach their ultimate goals by finding the most elegant and effective financial strategies for them. We build a customized team, built depending on the situation and specialty needed, for

every individual and family across their full financial picture; it isn't one size fits all. We sit alongside their accountants and attorneys as part of an elevated, holistic financial experience. Of course, we leverage state of the art technology in the work we do, but our team members are the best tools we have."

J.P.Morgan
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