



Geoff is the Chairman and CEO of Independent Trust Company of America. Along with the Board of Directors, he shapes strategy, manages regulatory entitlements and leads the company's efforts to continually improve client experiences.

Early in his life as a fifth generation trust beneficiary, Geoff attended family trust meetings with his father. These meeting instilled a keen interest in the complexities substantial wealth can bring to family dynamics. Today Geoff works with high net worth and ultra-high net worth families to expand the understanding and use of trusts. He travels extensively to assist families and their advisors to structure and implement wealth transfer strategies focused on successful family culture.



**GEOFFREY A. MADSEN**  
*Chairman, CEO*

In 1997, Geoff left his scholarship at Brigham Young University to focus on entrepreneurship. Geoff found entry level work with a small consulting firm that acted as advisors to a group of high net worth families. During this time in his life he learned about the business world as the firm advised families in the development of businesses in financial services, aerospace, hospitality, manufacturing, railroad logistics and real-estate industries. Geoff bought his first business in 2002 in the services industry. As the business prospered and was eventually sold, he found additional success in real estate investment.

Geoff's work in the trust business began in 2006 when he led the acquisition of control of Santa Fe Trust. He was elected to SFT's Board of Directors when the acquisition was completed. Three years later he was elected President. In 2011, Geoff became the CEO and led the firm's move to better service its national accounts with the opening of a South Dakota charter named Independent Trust Company. Today ITC has offices throughout the US.

In addition to regularly speaking at annual meetings of broker dealers and RIA's throughout the US, Geoff has been an adjunct instructor for Cannon Financial and a speaker at The Fiduciary Investment Risk Management Association. Geoff is a member of the American Bankers Association and the South Dakota Trust Association. Geoff is also a member of the Board of the national Association of Trust Organizations.