



Media Advisory

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Johnson Financial Group Appoints Robert Nielsen as Next President of Johnson Bank Wisconsin

Milwaukee, WI — April 1st, 2026 — [Jim Popp](#), President and CEO of [Johnson Financial Group](#) (JFG) today announced that [Rob Nielsen](#), currently Head of JFG’s Commercial Specialty Group, has been appointed President of Johnson Bank, effective April 1, 2026. He will succeed Dan Defnet, who has retired after 14 years of exceptional service and leadership.

“Rob is a strategic, thoughtful leader whose judgment, financial expertise and commitment to our clients and communities have earned the trust of his colleagues across the organization,” said Popp. “With more than 35 years in this industry, he brings an impressive combination of analytical strength, steady leadership and genuine care for people — qualities that will continue to strengthen Johnson Bank for years to come.”

During his nearly 14 years with JFG, Rob has held leadership positions spanning commercial banking, structured finance and strategic planning, both at JFG and in his prior roles at M&I/BMO. Most recently, Rob has been responsible for JFG’s Commercial Specialty Group, guiding a team supporting commercial clients through complex financial decisions — from buyouts and debt recapitalizations to organic growth and strategic acquisitions. In his new role, Nielsen will oversee Commercial Banking, Treasury Management, Consumer and Private Banking, Mortgage Banking, Credit and Bank Operations.

“I am honored and grateful for the opportunity to serve as President of Johnson Bank Wisconsin,” said Nielsen. “I’ve been proud to call JFG home for over a decade and I look forward to building on the strong foundation Dan (Defnet) and so many others have created. Our teams are deeply committed to doing what’s right for our clients and communities and I’m excited to work alongside them.”

About Johnson Financial Group

*Johnson Financial Group is a privately owned financial services company offering banking and wealth solutions through its subsidiaries, Johnson Bank and Johnson Wealth. Principal owners of Johnson Financial Group are members of the Samuel C. Johnson family. **Helen Johnson-Leipold** is Chairman of Johnson Financial Group. For more information visit www.johnsonfinancialgroup.com.*