

Alejandro (Alex) Zamora

Private Client Investment Associate, J.P. Morgan Wealth Management
Member since March 2022

Fortunate are those individuals whose childhood principles lead them on a pathway to professional and personal success and service to community. Individuals like Alex Zamora.

“Faith, family, hard work, education and integrity. These are values given to me by my parents and the ones I share with my kids,” said Alex. “Dad had two jobs, days at Milwaukee Forge and nights as a custodian. Mom worked hard to raise us right and sacrifice for the education she and Dad didn’t have back in Mexico.”

When Alex, whose first language was Spanish, entered kindergarten at Our Lady Queen of Peace, the numbers 1-20 and the ABCS were the only English he knew. Since then, often with dictionary in hand, he’s worked to make his first-generation life in America an example for his children and community.

A Catholic education was paramount to his parents and the reason his dad worked two jobs, according to Alex, a graduate of Thomas Moore High School.



Alex’s parents.

“Marquette’s high-quality Jesuit education and close proximity to home made my college decision easier,” said Alex, who commuted to save on expenses and worked since he was 14 to help pay for his education.



Alex with his wife, Jeanet and their children Camila, 8, and Alejandro Daniel, 5.

Business degree in hand, Alex got a job with American Family Insurance. He was then hired by a Chase branch, beginning a 14-year career with J.P. Morgan Chase & Co. in different roles, including at J.P. Morgan Private Bank in the downtown Chase Tower. In 2014, Alex was tapped to relaunch the firm’s Hispanic/Latino Employee Resource Group, which he co-chaired until 2021. His banking and community experiences earned him recognition from the Milwaukee Business Journal as “one of 10 executives to know in banking and finance” in 2021 as well as a 40 Under 40 honoree.

Alex recently began a new role as part of Wisconsin’s first team-based wealth management model with J.P. Morgan Wealth Management.

“It’s my drive to keep learning and growing,” he said, adding that he is on track to be a Certified Financial Planner. “I am always looking for ways to make something happen that hasn’t happened before. Then I get the itch to move on.”

Alex applies his three-year itch philosophy to civic service, too. In 2018, as a participant in the Board Pipeline Initiative, a program sponsored by the Hispanic Professionals of Greater Milwaukee, he was introduced to nonprofit organizations, including the Friends of the Milwaukee Public Library. He signed up, formalized the organization’s investment policy and currently serves as vice president.

“I responded because of the importance of literacy and education instilled by my parents. The Milwaukee Public Library played a huge part in my youth and I want to do what I can so that others have that same opportunity.”

Alex turned his attention to another literacy—financial literacy—when he noticed a deficiency in the Hispanic community. Since 2014, he has volunteered at SecureFutures, using his banking and personal experience to teach high school juniors and seniors about using credit wisely.

As a teen, Alex said he wasn’t wise about money, but he did recognize the value of helping others. After Sunday Mass, he took communion to an elderly, invalid neighbor. He also spent hours visiting another neighbor, watching sports, and listening to stories.

“Pleasing others in small ways is one of my values. Mom always said if you see a need, use your ability to meet it.”

Alex feels fortunate that his parents still reside in his childhood home on the South Side. It is almost right across the alley from where he lives with his wife Jeanet and their two children, Camila, 8, and Alejandro Daniel, 5.

Alex said he feels optimistic about the Hispanic community.

“When Dad arrived here in 1961, there was one Mexican grocery store. Now there are dozens, and the Hispanic community has the entrepreneurship, will and drive to make positive things happen in our city. America is still a land of opportunity. We see Hispanic people risking their lives to come here because of that fact. That inspires me.”

He is also inspired by Rotary, an organization where “optimism and inspiration is applied.”



Alex with family.



Alex, Jeanet, Alejandro Daniel and Camila

“We are united by this common thread of purpose to do good things in our community at a time when things are so divided,” said Alex, a member of the Next Big Project Committee. Through his Rotary service, he continues to live a lesson he learned as a Boy Scout: “Leave things a little better than when you found it.”

Editor’s Note: *Rotary People of Action* is a bi-monthly series written by a group of Rotarians. This feature was written by Jeff Smoller.