

# Three questions: Former Giants quarterback Scott Brunner

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As an NFL quarterback in the 1980s, Scott Brunner relied on foresight and intuition to guide his teams to victory. It served him well — in his first season starting for the Giants, he led the team to its first playoff berth in nearly two decades.

Now, the Millburn resident is putting the same skills to work to lead his clients toward financial success.

Last month, Brunner began work with Morristown-based Net Worth Management as its executive vice president and partner. With the firm, Brunner works in investment portfolio decisions, guiding individual and corporate clients in how to protect, grow, and distribute their assets.

Brunner began working in real estate during the NFL offseason, building houses in the Princeton area. The job, which put him in contact with a number of finance executives, led him to a nearly two-decade career on Wall Street. In August, Brunner began work with Net Worth Management. Using his background in athletics, he is growing the firm's new Sports Management Solutions project, a service that will provide financial, academic and recruiting guidance to young athletes.

Brunner also mentors quarterbacks through TEST Football Academy in Martinsville.

## **Q. How did your experience in professional football inform your philosophy as a businessman?**

**A.** Your life is a learning experience, and playing athletics at the ultimate level had a huge impact on that. I learned that in sports, you need to have a plan, you need to execute a plan, and you need to be extremely motivated to want success. I've learned that highly motivated individuals are the most successful.

I also have a quarterback mentoring program where I've worked with local high school quarterbacks. For them, we talk about athleticism, fundamentals and IQ. That fits into what we do here. We define athleticism as balance and timing. We want to have a balanced approach; we want to be certain that things are happening. The fundamentals of investing are pretty clear — markets, management and models. You can identify a good market with a good management team that has a defensible model. The football IQ — we define that as vision and decision, (which is) pretty much being conscious of your surroundings and understanding how all the parts fit together. That philosophy has served me well.

## **Q. What drew you to asset management as a line of work?**

**A.** As a quarterback, you're always aware of the big picture, you have to be aware of the macro-environments you're dealing in, and how all the pieces fit together. This is much of the same thing. It's not necessary that you have to see everything, but that kind of thought process is very similar to what asset managers have to deal with on a daily basis.

## **Q. How does your sense of competition help you in your professional life?**

**A.** In the business world, you're competing, but you're forging more alliances. You still have to work with those people you're competing with (to get a starting position). Here we're building a team for clients, and we want to be part of that team. If they have a small business, we want to take pressure off them so they can focus on what they got into business for.

*Do you know someone who should be featured in Three Questions?*

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