



Jason C. Haswell

West Virginia Managing Director,
The Monteverde Group, LLC

 OLIVIA MILLER



Photo by Neal Warren.



EVEN AFTER MORE THAN 20 YEARS in the financial sector, Jason Haswell continues to show up at work every day with his mind set on learning something new. Growing up in Glendale, WV, his first job was on a farm bailing hay and building fences—a job that set the tone for the rest of his career.

“Working on the farm showed me how rewarding putting in a hard day’s work is,” he says. “When I became a financial adviser, those days on the farm were invaluable. The harder I worked, the more successful I became.”

Today, Haswell serves as the managing director and as a financial adviser for the West Virginia office of The Monteverde Group, providing investment management, financial advice and planning for clients throughout the U.S. He got his start in the financial sector working for Prudential Securities in 1995. In 2001, he accepted a position at United Bank as senior financial adviser for the United Brokerages Services and manager of the trust department for the northern panhandle before joining The Monteverde Group in 2010.

1990

1994 Graduated from Bethany College

1995

1995 Started working for Prudential Securities



2000

2000 Started working for Legg Mason

2001 Started working for United Bank

2005



2010

2010 Started working for The Monteverde Group
2010 Stepdaughter, Devyn, was born

2012 Stepdaughter, Mia, was born

2014 Stepson, Max, was born

2015

2015 Named United Way board vice president

2016 Daughter, Lena, was born

2017 Named United Way board president

2018 Married wife, Amy
2018 Son, Jace, was born

2020

“Everyone gets knocked down. It is how you get back up and continue to strive to be the best ... that sets you apart from the competition.”

Haswell credits the successes he’s had in his professional career and his personal growth to the love and support of his parents. The passing of his father when he was only 17 shaped him into the person he is today.

“The passing of my father made me realize how short life can be,” he says. “I learned that you need to live every day to the fullest and strive to be the best at everything you do. Take every day as a challenge, and do your best to meet that challenge with a positive attitude and desire to be the best. I work every day to make him proud.”

Haswell strives to instill in his mentees his sense of persistence and dedication, showing them not only the successes but also the failures he’s had throughout his career. He believes that his competitive nature has driven his rewarding professional career.

“I love competition,” he says. “It drives me to be the best adviser I can possibly be and to serve our clients better than anyone else can. Everyone in life suffers failure, and everyone gets knocked down. It is how you get back up and continue to strive to be the best and continue to compete at the highest level with everything you have that sets you apart from the competition.”

At the end of the day, having the trust, friendship and loyalty of his clients is a top priority for Haswell.

“They are truly like family to me,” he says. “I love knowing that what we do influences people’s lives daily and that we make a difference for our clients in how they and their families live their lives. Having that influence and accomplishing

their goals motivates me every day.”

Outside of his work as a financial adviser, Haswell has spent countless hours giving back to his community in a variety of other ways.

“The Ohio Valley has always been my home,” he says. “I love it here, and I want to give back to the place and people I love.”

Haswell determines the causes he contributes to by considering the direct effect they have on the community. He has been an active member of the United Way of the Upper Ohio Valley since 2008, serving a two-year term as vice president of the board of directors before taking on the role of president. In addition to his responsibilities on the board, he has remained a committed volunteer. He previously served on the board of directors for the Make-A-Wish Foundation of Northern West Virginia and the Community Foundation for the Ohio Valley and the alumni council at Bethany College. He also volunteered as a judge for the 2018 Miss West Virginia Pageant and as chairman for the Scramble for Scouting annual golf event, which benefits the Boy Scouts of America. He is also an active supporter of West Virginia University as a member of the Woodburn Circle Society and the Mountaineer Athletic Club.

Haswell’s skill set could have landed him a job anywhere in the world, but he can’t imagine living anywhere other than West Virginia.

“I grew up here, and I love it,” he says. “The people here are amazing. I have traveled extensively and haven’t found better people anywhere in the world. Once a Mountaineer, always a Mountaineer.” ■