



For nearly 20 years, Shannon Zur has worked as a certified public accountant and registered investment advisor, serving multi-generational families. In her role as a Family Office Director for Vogel Consulting, Shannon customizes comprehensive wealth management solutions for her client families. She skillfully integrates her process-orientated approach with her clients’ goals and implements the necessary tax, investment and estate planning solutions.

During her tenure at Vogel, Shannon has been instrumental in defining the firm’s unique workflow processes. She created the Strategic Operations Committee and currently manages Vogel’s investment operations. Shannon has also held the titles of Investment Committee Co-Chair and Director of Practice Operations. Shannon is a natural leader and serves as a mentor to Family Office Advisors.

Shannon graduated with honors from the University of Wisconsin-Oshkosh and holds a Bachelor of Science degree in both accounting and finance. She is involved in the local community as both a professional and a mother, giving of her time to the Waukesha Noon Lioness Club, and as the treasurer of the parent-teacher league. A former competitive gymnast, she now enjoys judging local, state and regional gymnastics competitions.



“I really enjoy working directly with families. All families are complex in their own way, and providing tailored solutions to help them achieve their goals is challenging and rewarding.”

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VOGEL CONSULTING is an independent multi-family office offering an integrated approach to wealth management. Operating as your private family office, Vogel uses a customized approach to responsibly protect, build and manage wealth for present and future generations. Vogel Consulting integrates all family office services, which may include: tax consulting and compliance, estate planning, business consulting and investment advisory, as well as family education and governance.