

John R. Swift is Managing Director at Rockfleet Financial Services, where he leads the firm's Private Capital and Wealth Management practice. With over 25 years in capital markets, John has built a career around connecting companies with the right capital partners — guiding institutional investors and C-suite executives through complex investment decisions across market cycles.

Prior to Rockfleet, John held senior leadership roles at UBS, W.P. Carey, and Central Park Group, where he led investor relations, institutional capital formation, and alternative investment distribution. His work spans the full capital raising lifecycle — from positioning and investor engagement to platform placement and strategic partnership development.

In 2025, Rockfleet's Private Capital practice was recognized by BFSI Magazine as "Private Capital Insights Provider of the Year — USA," citing the team's methodical, research-driven approach to capital markets advisory.

John attended Pace University in New York City and the Culinary Institute of America in Hyde Park, New York. He holds FINRA Series 7, 24, and 63 licenses and is a graduate of the Disney Institute's Service Excellence program. He is based in Sarasota County, Florida.