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John LaForge is the Chief Alternatives Strategist for Ned Davis Research Group. His team is responsible for NDR's research and strategy on alternative assets, including commodities, cryptocurrencies, private markets, and real estate. Delivering insights through a combination of macroeconomic analysis and asset-specific research, helping clients navigate the evolving alternatives landscape with clarity and confidence.

John produces a range of content focused on alternatives, offering actionable perspectives on market trends and investment opportunities. His commentary draws on more than 30 years of experience in asset management and research. Before rejoining NDR in December 2025, John spent a decade as Head of Real Assets at Wells Fargo Investment Institute, where he advised on commodities, crypto, and real estate, and regularly engaged with advisors and clients across the U.S. He also made frequent media appearances and previously served as NDR's Commodity Strategist earlier in his career.

John holds a Bachelor's degree in Finance and Masters from The University of Tampa.