



Jared Dairy

Business Graduate With Strong Foundations In Markets, Strategy Ethics.

Jared Dairy

Founder of STR Ringlids LLC

Jared Dairy spent most of his childhood in the suburbs of Portland, Oregon, an environment that played a meaningful role in shaping his outlook. Time spent on fishing trips, driving through small towns, and growing up in the Pacific Northwest helped him develop patience and awareness. Those early experiences encouraged him to observe details others might miss, habits that later influenced how he approached work, investing, and problem-solving throughout his life.

His interest in business began at a young age. He was curious about how people make long-term financial decisions and how markets react to changing conditions. That curiosity led him to the University of Oregon's Lundquist College of Business, where he earned a degree in business in 2004. The academic structure helped reinforce discipline and consistency, but more importantly, it clarified the direction he wanted to pursue in the years ahead. The foundation built during this period became central to his professional mindset and work ethic.

Building a Career Grounded in Trust

Jared's professional career began at Northwestern Mutual in 2003, where he focused on advising families and business owners. During those years, he worked closely with clients who

depended on him to help them think through long-term planning decisions. His approach emphasized clarity, reliability, and steady guidance rather than short-term outcomes.

Over time, he managed more than 2,000 client relationships, oversaw over \$500 million in life insurance death benefits, and helped guide the management of roughly \$50 million in assets. His efforts were recognized through several industry honors, including multiple NAIFA Quality Awards, MDRT, the New Client Leader, and Life Impact Awards. These achievements reflected years of consistent work and attention to client needs rather than any single moment of success.

In 2023, Dairy founded STR Ringlids LLC, a company focused on designing and manufacturing a proprietary commercial-grade fire ring intended to reduce wildfires. The project highlighted his interest in solving practical problems that affect communities. The fire ring, currently pending a patent, emerged from hands-on development, careful research, and collaboration with manufacturers. This venture marked a shift from advisory work to building a tangible product with real-world application.

Shifting Into Independent Investing

After establishing a long-term career, he reached a point where he could restructure his daily life. He transitioned from providing financial advice to managing his own investments across stocks, crypto, and real estate. This change allowed him to apply his years of experience while gaining greater flexibility and personal freedom in structuring his time.

Jared Dairy approaches investing as an active process rather than a passive one. Chart analysis, market sentiment, and data review are handled with the same discipline developed earlier in his career. He spends significant time studying and observing before taking action, preferring preparation over impulse. This method has allowed him to experience different market cycles, test new ideas and strategies, and remain clear and confident in managing his assets without relying on outside direction.

A Mind for Strategy and Competition

Logic, numbers, and competition have always come naturally to him, which explains his long-standing interest in poker. He has played for many years, with results published in major tournament databases worldwide. These outcomes reflect consistent practice and a strong understanding of game theory rather than short-term variance or luck.

That same analytical mindset shapes how he follows sports. He pays attention not only to teams and players, but also to the broader factors that define modern sports engagement, including

betting markets, analytics, performance metrics, and probability models. As an Oregon Ducks football season ticket holder, he values both the game-day experience and the deeper strategic layers that unfold over the course of each season. The evolving challenges and statistics involved continue to hold his interest year after year.

A Life Shaped by Travel and Exploration

Travel has played an essential role in Jared's personal development. He has traveled throughout the United States, Canada, Mexico, Belize, Honduras, Costa Rica, Turkey, Italy, Switzerland, Germany, France, England, and Ireland. Each trip offered something different, whether through exposure to historic architecture, natural landscapes, or everyday life in unfamiliar places.

These experiences broadened his perspective on opportunity, challenge, and community. Travel also deepened understanding of how culture influences economic behavior and decision-making. Those observations continue to inform how he views markets, people, and long-term planning, both personally and financially.

Commitment to Community and Youth Development

Despite a full schedule, Dairy remains actively connected to his community. He contributes to the Duck Athletic Fund to support programs with lasting impact and donates to the Boys & Girls Club. He is also involved in local initiatives for Summit High School and Bend High School, often assisting with auctions and charitable events.

He believes youth sports help teach discipline, teamwork, and confidence. These qualities are essential to long-term success beyond athletics. He sees sports as a setting where young people learn responsibility and resilience, values he has carried throughout different stages of his life.

Life Outside the Markets

Outside of investing and professional pursuits, Jared values time spent outdoors in Oregon. Fishing remains a favorite activity, offering both relaxation and a connection to nature. He also enjoys spending time with friends, watching sports, traveling, and working on hands-on personal projects. One current focus is managing a complete bathroom remodel, reflecting his interest in practical, detail-oriented work beyond financial markets.

A Steady Path Built With Intention

Today, Jared Dairy's life reflects years of steady effort, thoughtful choices, and consistent progress. He built a strong professional foundation, adapted to changing circumstances, and shaped a life that balances personal fulfillment with ongoing growth. His path has been guided more by discipline than attention, with curiosity continuing to lead him toward new ideas and opportunities. Jared Dairy demonstrates how consistency, intention, and a willingness to learn can quietly compound into a meaningful and well-lived life.