



Norman S Strobel

November 15, 2025

Norman (“Norm”) S. Strobel, of Pennsylvania, passed away on Saturday November 15th, in New Jersey at the age of 81, surrounded by his family: his wife of 58 years, Diane (née Sweeney); his daughter, Lisa; and his son, Steven, with his wife, Pam (née Maiden). He is also survived by his three cherished grandchildren, Steven, Amelia, and Jacob Strobel.

Born in Philadelphia, PA, Norm was predeceased by his parents, Norman F. Strobel and Amelia (née Gault) Strobel.

After graduating from Penn State University, Norm proudly served as a Captain in the United States Army and later earned his MBA from Temple University. He began his career with the Burroughs Corporation in Michigan before returning to Pennsylvania, where he served as President of Excelsior Truck Leasing and Franklin Investments. He later founded Strobel Financial, his own financial planning firm, and was often recognized in Philadelphia Magazine as one of the region’s top Personal Finance consultants.

Norm had two constants in his life: his wife, Diane, and golf. He was a longtime member of Whitemarsh Valley Country Club, where he spent countless days on the course with friends. He was also a member of the Philadelphia Union League and participated in various racquetball clubs and bridge groups over the years. He brought the same steady presence—and the same sarcasm—everywhere he went.

In later years, Norm loved his time in Naples, Florida. He could often be found biking, relaxing in a hot tub, walking the beach to collect shells, or enjoying a

good peanut butter and jelly sandwich or a tequila cosmo. His humor—sharp, dry, and perfectly timed—was one of his most defining traits. Norm was always Norm.

He loved his family, loved golf, loved his friends, and loved overbuying everyday items at the grocery store. He worked hard his whole life, stayed grounded, and supported those around him. He will be deeply missed.

A Celebration of Life will be held on Saturday, January 10, 2026, at 1:00 PM at Whitemarsh Valley Country Club in Lafayette Hill, Pennsylvania.

For those who wish, donations in Norm's memory may be made to the Alzheimer's Association.

Cemetery Details

Washington Crossing National Cemetery

830 Highland Rd
Newtown, PA

Previous Events

Celebration of Life and Legacy

JAN 10. 1:00 PM (ET)

White Marsh Valley Country Club
815 Thomas Rd, Lafayette Hill, PA 19444
Lafayette Hill, PA 19444
<https://www.whitemarshvalleycc.com/>