



2022 Annual Conference

May 16 –18 | Washington, DC | Hybrid Event

Plenary Session IV: Keynote Address – Martina Edwards: Owning Greatness

Monday, May 16, 2022

4:15 p.m. – 5:15 p.m.

Martina Edwards may be a lot of things but quitting in the face of adversity has never been one of her attributes. In this motivational talk, Edwards will share her journey — from being raised in rural Alabama to breaking barriers on Wall Street and beyond. Join us as Martina connects the dots on the power of bold thinking, self-confidence, serving others and living up to your own greatness. She'll discuss the importance of Diversity, Equity and Inclusion (DEI) and how we can all actively participate in empowering people to create economic prosperity that transcends to others. Martina proves that hard work and smart financial moves, coupled with talent, are a recipe for success. It all starts by owning your greatness.

Introduction: Kayte Toczylowski
Vice President
FINRA Member Relations and Education

Speaker: Martina Edwards
Keynote Speaker

Plenary Session IV: Keynote Address – Martina Edwards: Owning Greatness Speaker Bios:

Introduction:



Kayte Toczylowski is Vice President of Member Relations and Education for FINRA. In leading the Member Relations and Education Department, Ms. Toczylowski's responsibilities include maintaining and enhancing open and effective dialog with FINRA member firms. Ms. Toczylowski also oversees FINRA's Member Education area, which includes FINRA conferences and other member firm educational offerings such as the FINRA Institute at Georgetown for the Certified Regulatory and Compliance Professional (CRCP)[®] designation. Ms. Toczylowski has been with FINRA since 2011 and spent nine years in Member Supervision's examination program. Most recently, Ms. Toczylowski was an Examination Director

located in the Philadelphia, PA office, where she led geographically dispersed exam teams responsible for planning and executing Member Supervision's examination program relative to a subset of firms engaged primarily in Capital Markets & Investment Banking Services. She entered the securities industry in 2003 in the compliance department of Janney Montgomery Scott, a regional broker-dealer headquartered in Philadelphia. The majority of her eight-year career at Janney was spent as a compliance examiner for the firm's branch network. Ms. Toczylowski has a Bachelor of Arts degree in English from Villanova.

Speaker:



From humble Southern beginnings to breaking barriers on Wall Street, **Martina Marshall Edwards** is the epitome of refusing to allow your circumstances to dictate your outcome. A finance major and graduate of Alabama's Tuskegee University, a historically black college and university, Edwards went on to become the first African-American female equity trader for Merrill Lynch and in the 200-plus-year history of the New York Stock Exchange (NYSE). It also made her the only active African-American woman seat holder among its then 1,366 members. (Before the NYSE became public in 2006, individuals and companies had to either purchase or lease a seat to serve as a broker). In 2001, the NYSE was a dynamic, fast-paced,

male-dominated environment with high-stakes trading activity, a steep learning curve and little to no room for error. It also was a place, despite many obstacles, where Edwards thrived. In 2004, after three years and two promotions, she earned a unique opportunity to become a member of the NYSE on behalf of Merrill Lynch. (It would take another 13 years before the second Black woman broker — Lauren Simmons — arrived.) Edwards is a walking example of how access can dramatically shift the trajectory of a career. Many have asked, "How did the little girl who grew up in a two-bedroom mobile home in rural Alabama with livestock in the backyard make it to the Big Apple, let alone the Big Board?" Known as the "Belle of Wall Street," Martina is an inspiring and dynamic speaker. From humble financial beginnings to reporting to the NYSE the week of 9/11, Martina is no stranger to adversity. She adamantly believes that every twist and turn ultimately molded and shaped her into the resilient individual and strong leader that she is today. Edwards knows that representation matters and staunchly believes in the importance of inspiring the next generation of leaders, particularly women. An investor by trade, a common thread has been her desire to build equity through access, opportunity and exposure for underserved people and places. Edwards has always wanted to step into roles that have an impact and leave an impression on people's lives. Her 20-year career journey has spanned multiple industries from public to private equity, non-profit leadership and venture capital. Through her rewarding work as a C-suite executive at Access to Capital for Entrepreneurs (ACE), Edwards is helping to level the playing field by giving business owners a chance when others can't or won't. Like homeownership, business ownership is an asset that supports closing a widening racial wealth gap, building financial stability through a ripple effect—a collective prosperity that goes beyond the immediate gain of an individual business owner. Raising over \$25 million in grant funds in just under three years — including the largest individual and corporate gifts in ACE's history — finding ways to support traditionally underserved small business owners and entrepreneurs with capital, coaching and connections is core to her work. Martina has penned articles such as "The Fragility of Small Business" and been featured on *CNN Money*, *CNBC Make it Real*, *PrivCap*, *WABE Radio*, *The Atlanta Small Business Network* and in the *Atlanta Business Chronicle*.

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Speakers

○ Introduction

- Kayte Toczylowski, Vice President, FINRA Member Relations and Education

○ Speaker

- Martina Edwards, Keynote Speaker