

Candidate Profile Form—Regional Committee Election *(this page will be displayed on finra.org)*

Candidate Name: **Elin Cherry**

Title: **Head of Americas Compliance**

Firm: **Marex Capital Markets Inc.**

Candidate Biography and Personal Statement *(3,000 character limit - approximately 500 words)*

Biography

I bring over 25 years of experience as a senior compliance executive, with leadership roles across broker-dealers, investment advisors, futures commission merchants, and banks. I currently serve as Head of Americas Compliance at Marex, a global financial services firm, where I oversee regulatory compliance across equities, options, commodities, and fixed income markets. My responsibilities include managing relationships with FINRA, the SEC, CFTC, CME, and the NFA.

Previously, I founded and led Elinphant, a compliance consulting firm that provided strategic guidance to a diverse range of clients—from traditional financial institutions to fintech and digital asset firms. Under my leadership, the firm grew steadily and was acquired by Softek in 2021. Earlier in my career, I held senior compliance roles at Societe Generale, CIT Group, Deutsche Bank, and Banc of America Securities, where I led teams responsible for trading, research, investment banking, surveillance, AML, and registration compliance.

I am a licensed attorney and hold multiple FINRA licenses. I regularly speak at industry conferences and contribute to webinars and publications. Throughout my career, I have focused on building practical, risk-based compliance programs that align with regulatory expectations while supporting business growth.

Personal Statement

I am running for a seat on the FINRA Regional Committee because I want to have a direct impact on the direction of FINRA's regulatory approach. With over 25 years of experience as both a senior compliance officer and a business owner, I bring a unique and balanced perspective—one that understands both the regulatory mandate and the operational challenges firms face every day.

Having built and led compliance programs at major financial institutions—and having founded and successfully grown a compliance consulting firm—I've seen firsthand how regulation affects firms of all sizes and types. I want to use this experience to contribute meaningfully to FINRA's policymaking process and help ensure its guidance is practical, transparent, and aligned with how firms actually operate.

If elected, I will be an active voice for thoughtful, risk-based regulation that protects investors without creating unnecessary complexity. I am especially focused on helping FINRA identify where rules can be clarified, streamlined, or modernized to better support firms' ability to grow, innovate, and serve their clients effectively.

This isn't just a résumé line for me—I'm running because I want to be an active, engaged participant in shaping how FINRA supports firms and protects investors. I'm committed to showing up, contributing thoughtfully, and collaborating with others to help develop guidance that is clear, workable, and responsive to today's dynamic market environment.

Optional Link:

LinkedIn Profile: **[LINKEDIN.COM/IN/ELINCHERRY/](https://www.linkedin.com/in/elincherry/)**