

## Candidate Profile — District Committee Election

Candidate Name: KENNETH M. CHERRIER

Title: CHIEF SUPERVISORY OFFICER

Firm: WADDELL & REED

### Candidate Biography and Personal Statement

Hello to Large Firm District Four Voting Members:

I first want to thank you for your time in watching my video (see below link), reading my bio and considering me for the open large seat for the District Four Committee. Per my video message, I have submitted my name for consideration for the open large firm District seat. Where I would be honored for any opportunity to support our industry, I look forward specifically to your vote for the Committee.

As an industry subject matter expert and prominent Chief Supervisory Officer and past Chief Compliance Officer of several independent broker-dealers (see below), coupled with my extensive stewardship activities, I feel I could greatly assist our industry in a FINRA elected position to continue to foster and support our industry through positive and respectful advocacy that supports our profitability. I feel the following attributes make me an excellent candidate for the seat:

- I have over 15 years experience in the Financial Services industry;
- I have extensive experience in round table/committee work;
- I am a FINRA Hearing Enforcement panelist as well as a FINRA arbitrator;
- I speak nationally for FSI, NSCP, NRS, ACAMS and local round tables;
- As a past legal professor, FINRA instructor at Wharton and a current regular speaker on the industry circuit, I can provide first class communication and support; and
- As a current member of the FINRA Continuing Education Committee, MSRB Series 53 Committee, and Board Member of NSCP, I can draw on those industry connections and experiences to provide vetted and encompassing comment.

Thank you again for your vote.

Feb 2010 – Present	Waddell and Reed, Inc.	SVP, Chief Supervisory Officer
Apr 2009 – Nov 2009	1st BridgeHouse Consulting	Senior Consultant
Sep 2007 – Mar 2009	Woodbury Financial Services	Chief Compliance Officer
October 2002 – July 2007	Fintegra Financial Solutions	Chief Compliance Officer

### Optional Links:

Link to personal website, resume or CV: \_\_\_\_\_

Link to YouTube video: <http://youtu.be/FJ1gn040UJY>

**Candidate Profile — District Committee Election**

Candidate Name: Mark A. Gherity

Title: Complex Manager

Firm: Morgan Stanley

**Candidate Biography and Personal Statement**

See attached statement on next page

**Optional Links:**

Link to personal website, resume or CV: www.linkedin.com/pub/mark-gherity

Link to YouTube video: \_\_\_\_\_

I graduated from Brown University with a B.A. in political science/economics. I started in the financial services industry in 1986 as a Financial Advisor. In March of 1992, I began my career with Morgan Stanley. I moved into management in 1995 and became Producing Manager in Burnsville, Minn. I have functioned in producing and non-producing roles. In 2004, I accepted the Complex Manager position in the Atlanta market and have been the Complex Manager for the Minnesota Complex since 2006. The Minnesota Dakotas market has 12 branches with approximately 220 financial advisors and over 300 total employees.

I was a member of the Branch Manager Advisor Council from 2009 to 2011 and was named one of On Wall Street magazine's 100 Leading Branch Managers nationwide in 2007, 2008, 2011 and 2013. The Minnesota Complex was recently recognized as the #1 Ranked Complex in Diversity for the Midwest-Southern Division of Morgan Stanley for 2013.

The FINRA District Committee serves a very important role in the self-regulatory process. With over 25 years of industry experience, both as an advisor and as a Complex Manager, I have the proper experience and perspective to add value to the Committee. Having a deep understanding of the challenges facing the securities industry will help me remain objective and unbiased in my advice. Thank you for your consideration.

## Candidate Profile — District Committee Election

Candidate Name: Craig Wallenta

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Title: Vice President - Risk Mitigation

Firm: Ameriprise Financial

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### Candidate Biography and Personal Statement

My name is Craig Wallenta and I have worked for Ameriprise Financial for nearly 25 years. For the last five years I have been a Vice President in our company's Risk Mitigation department, which is the area responsible for the supervision policies and procedures for our 10,000 or so advisors. I was hired to lead the design and development of our company's move to a hybrid supervision model, which in short, led to reducing the number of field RPs we have and moving about two-thirds of their supervision responsibilities into a Centralized Supervision Unit in the corporate office. Currently I am responsible for leading our supervision technology, WSPs, corporate projects related to supervision, oversight responsibilities, Books & Records requirements, several field boards that are in place to provide input to our policies and procedures, our Field Governance Board, implementation of FINRA and SEC changes, formal supervision of exception requests, many field RP positions and a variety of other supervision and compliance related initiatives.

One of my main responsibilities is identifying if and how our corporate policies and WSPs need to change in response to regulatory changes and the external environment in general. I work closely with Compliance and Legal departments to ensure they are consistent with the regulations and am often responsible for the actual development, design, implementation and communication of the changes to our field of advisors and Registered Principals.

There are several reasons I am running for a District seat. First, as a result of my experience, as well as the significant responsibilities I have at Ameriprise Financial in the areas of Supervision and Compliance, I am confident I can bring a wealth of knowledge and positive contributions to the FINRA District Committee. Second, while I participate in some industry committees and roundtables, I desire to increase my knowledge of industry practices and offer my experience and best practices to others to help them address their issues. In addition, I have always desired to be more exposed to the rules, functions and activities of FINRA itself, so I have a better understanding of regulations and can utilize that knowledge to ensure better compliance at my company while also providing my pragmatic experience to FINRA and other companies on issues that are discussed/reviewed. Finally, a field colleague of mine, Mayo Woodward, is on the District Committee in the South and thought (1) I would offer a lot to the District Committee and (2) the District Committee would offer a lot to me. He recommended I apply for the role.

I hope you agree that my significant experience, strong thought leadership, desire to learn and ardent work ethic would make me an asset to the District 4 Committee.

### Optional Links:

Link to personal website, resume or CV: \_\_\_\_\_

Link to YouTube video: \_\_\_\_\_