

ELLIOTT M. SERVER

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EXECUTIVE MANAGEMENT

SALES MANAGEMENT – PRODUCT MANAGEMENT – OPERATIONS – COMPLIANCE

Highly accomplished Senior Executive with extensive experience in the financial services industry. Focus in sales, product management, profit and loss responsibility, operations and compliance. Results-oriented leader with proven success as a creative thinker, problem solver, and team builder. Strong track record of success in sales, marketing and compliance.

PROFESSIONAL EXPERIENCE

SECURE FINANCIAL SERVICES, INC. (SFS) – Atlanta, GA 2008 – present
Consultant

Work exclusively with Scales Consulting Group, the consulting arm of Secure Financial Services, Inc., a premier litigation support firm. The Consulting Division provides value added services, including expert testimony and expert opinions for the highly recognized and robust analytical platform of SFS.

ELLIOTT SERVER CONSULTING SERVICES – Atlanta, GA 2004 – 2008
Principal

Provide “special project” consulting to the Financial Services industry with emphasis on securities, insurance and estate planning.

Developed and coordinated formal review systems for use by financial services firms marketing and selling fixed and variable annuity products. Served as an expert in arbitration and mediation in the areas of suitability and compliance, utilizing a proprietary state of the art presentation protocol.

MORGAN STANLEY DEAN WITTER 1997 – 2003
Senior Vice President and Director, Insurance Services – New York, NY

Served as Director of the firm’s Insurance Services Department providing life and annuity products to over 10,000 financial advisors nationwide.

Directed all life insurance, variable and fixed annuities and estate planning activities. Sales Management, Marketing, Product Development, Compliance and Operations reported directly to me. Responsible for developing and implementing the annual business plan

Key Achievements:

- Introduced a compensation plan that “leveled the playing field” and helped eliminate many of the conflicts of interest involved in the recommendation of financial products by advisors. This plan reduced the number of policy exchanges, increased the persistency and raised the level of professionalism among the firm’s financial advisors. Annual annuity sales reached a record of over \$3.3 billion.
- Established an Estate Planning Desk that exceeded expectations and helped to increase the level of Life Insurance annual premium from approximately \$29 million to over \$160 million in three years.
- Created the “Add-a-Rider” concept for variable annuities that became an industry standard. Developed the Guaranteed Minimum Benefit for Income that became a major factor in the firm’s variable annuity sales growth.
- First person from outside the Insurance Industry to serve on the Board of The American College, a position held for seven years.

Senior Vice President and Regional Sales Manager, Southeast Region – Atlanta, GA 1990 – 1997
Served as the number two person in the Regional Team, reporting directly to the Regional Director.

Directed all sales and marketing activities within the Southeast Region consisting of 61 branch offices and over 1,300 financial advisors. Coordinated Product Specialists and organized regional sales teams to more effectively educate Financial Advisors. Conducted major regional sales conferences, training meetings and ethics training.

Key Achievements:

- Region moved from sixth to three out of seven in total gross revenue and net profits resulting in the Regional team earning the Chairman’s Challenge Cup in 1996.
- Increased product participation in all major product groups.

Vice President and Branch Manager – Atlanta, GA 1985 – 1990
Vice President and Branch Manager – Miami, FL 1981 – 1985
Vice President and Branch Manager, Financial Advisor, and trainee – Hallandale, FL 1972 – 1981
United States Army and USAR, Staff Sergeant 1970 – 1976

EDUCATION

Bachelor of Arts – University of Miami, Florida – 1966 - 1970
Wharton (Witter Wharton Executive Management Program) – 1987 – 1989

COMMUNITY

Director and Vice Chairman, The Alliance Theatre Company – Atlanta, GA – 1990 – 1994
Board of Advisors, Florida Tech College of Engineering – Melbourne, FL – 1992
Board of Trustees, The American College – Bryn Mawr, PA – 1999 – 2005
Published Author: “I’m Cuckoo for Capitalism by Dr. Freudheimer” – 2001