

Secure

financial services, inc

ANALYSIS DIVISION
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James H. Bushey

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Professional Overview:

James has over 30 years of experience in securities related analytics. His interest in the securities industry began in 1988 following the October 1987 market crash, and he proposed the solution of spreadsheet trading analyses within the law firm of Keesal, Young, and Logan. The solution led to the opening of Secure Financial Services, Inc., where James officially migrated spreadsheet analytics to full database management systems as the lead programmer. The benchmark proprietary software Portfolio Perspective™ is the growing result of tailoring securities transactions to meet SEC rules and regulations related to brokerage trading accounts in reports used by judges, mediators, arbitration panelists, and attorneys. James grew the company to over 30 employees in the early 2000's while continuing to enhance the Portfolio Perspective™ efficiencies, reducing staff over 30%, and managing over 1,000 cases per year. During the early 2000's James created and implemented proprietary case management software (CMS) with agile methodology functionality still in use today. James has significant experience in managing and coordinating projects and developing unique solutions to financial and legal clients, including scheduling, costing, planning, prioritizing, and risk assessment. James' vast knowledge of investment analysis and expert witness consulting and testimony demonstrates his ability to serve as the conduit for all contract deliverables and as liaison to UBS.

Experience:

- CEO/Founder, Secure Financial Services, Inc. 1993-Present
- CEO, Bushey Enterprises, Inc. (dba Clear Vue Cyclones; BEI Custom Millwork) 2010-Present
- Securities Investment Analyst, Keesal, Young & Logan 1988-1994
- Assistant Director of Donor Resources Development, American Red Cross 1983-1988

Education:

- Master of Arts in Executive Leadership 2015
- Bachelor of Science in Organizational Leadership 1994
- Associate of Science in Business Administration 1986

Relevant Experience/Training:

- NASD – Arbitrator A30311
- SIFMA Compliance & Legal Member
- Wharton School of the University of Pennsylvania, Executive Education, Securities Industry Institute

Served on educational panel for Mock Securities Arbitration (<https://executiveeducation.wharton.upenn.edu/for-individuals/all-programs/sifma-securities-industry-institute>).

Expert Testimony provided in the following venues:

- Federal Court
- Arbitration (NASD/FINRA; NYSE)
- Consulted in numerous Mediations

Qualifications:

- Account theory
- Commission analysis
- Option strategies
- Hypothetical Analysis
- Concentration Analysis
- Comprehending Profit & Loss work products
 - Data origination
 - Calculation and formulas used in securities analysis preparation
 - Data interpretation, presentation and techniques
 - Uncovering trading patterns and trends
- Program capabilities
- Report customization
- Positioning supplemental reports for arbitration
 - Class action analysis
 - Option strategy analysis