



SECURITIES EXPERT WITNESS & Litigation Support, LLC

Alan J. Besnoff CFP, ChFC, CLU

Curriculum Vitae

Introduction

Over 30 years of experience with securities, investments, financial planning, life insurance, and annuities at the financial advisor, supervisory, and managing principal level. Conducted thousands of presentations, classes, and workshops on securities, investments and financial planning for a variety of audiences, including financial professionals, attorneys, university students, and consumers. Articulate and persuasive presenter and speaker, experienced litigation consultant and testifying expert with extensive financial services leadership experience.

Licenses and Certifications (Past and Present)

- **FINRA (NASD) Series 6** – Investment Company Products/Variable Contracts Ltd Representative
- **FINRA (NASD) Series 7** – General Securities Representative
- **FINRA (NASD) Series 63** – Uniform Securities Agent
- **FINRA (NASD) Series 65** – Uniform Securities Agent
- **FINRA (NASD) Series 26** – Investment Company Products/Variable Contracts Limited Principal
- **FINRA (NASD) Series 24** – General Securities Principal
- **Life, Accident and Health Insurance Producer's License**
- **CFP** – Certified Financial Planner
- **ChFC** – Chartered Financial Consultant
- **CLU** – Chartered Life Underwriter

Professional Experience

SECURITIES EXPERT WITNESS & LITIGATION SUPPORT, LLC
FOUNDER/CONSULTANT

2012 – Present

- Provide objective expert opinion, expert testimony, and case consultation for plaintiff or defense on cases involving securities, insurance, financial planning, and employment disputes
- Areas of expertise include:
 - Suitability
 - Fiduciary Duty
 - Supervision Standards
 - Churning
 - Asset Allocation / Concentration
 - Misrepresentation and Omissions
 - FINRA Rules and Regulations
 - Registration Requirements and Violations
 - Mutual Funds
 - Annuities
 - Life Insurance
 - Employment Issues
 - CFP Standards

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FINRA DISPUTE RESOLUTION ARBITRATOR

2013 – Present

- Review pleadings filed by the parties, listen to arguments, and study documentary and testimonial evidence
- Render decision on cases involving disputes between investors and brokers, investors and brokerage firms, and between brokers and brokerage firms

UNIVERSITY OF NEW HAMPSHIRE ADJUNCT FACULTY

2013 – 2016
Manchester, NH

- Financial Management: Topics included: time value of money, financial and investment markets, investment selection strategies and decision making, regulations affecting the securities market, and valuation concepts

WADDELL & REED MANAGING PRINCIPAL

2000 – 2011
Bedford, NH

- Conducted suitability review of all business transactions, trades, sales practices and communications of financial advisors, district managers, and administrative staff
- Reviewed all advertising and sales materials to assure compliance with FINRA (NASD) regulations, and Firm's Written Supervisory Procedures (WSPs)
- Conducted Compliance Reviews and site inspections of Registered Branch Offices and Advisor Offices
- Reviewed all outgoing and incoming correspondence, marketing material, sales literature, advertisements, telephone scripts, sales presentation materials, seminars, workshops, and email
- Proven track record in fostering a culture of strict compliance with all Insurance and Investment Laws
- Developed and implemented effective compliance policies and procedures, and teaching methods, resulting in spotless compliance exams from regulatory authorities
- Investigated and determined appropriate disciplinary action for compliance violations
- Created an interactive and effective compliance training program
- Analyzed requests for Outside Business Activities, Fiduciary Capacity, and Conflict Waivers
- Designed and conducted annual compliance training
- Prepared and conducted Anti-Money Laundering (AML) training for financial advisors and managers
- Provided compliance guidance to field management, financial advisors, and administrative staff
- Prepared division offices (registered offices) for internal and regulatory compliance inspections
- Monitored public appearances of Advisors to assure compliance with FINRA (NASD) and SEC
- Reviewed insurance sales and financial planning recommendations made by financial advisors
- Qualified for GAMA International Management Award
- Provided professional development and management of Financial Advisors and District Managers



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UNIVERSITY OF CONNECTICUT
ADJUNCT PROFESSOR, DEPARTMENT OF FINANCE

1999
Storrs, CT

- Instructor of Investments, Insurance & Risk Management

JOHN HANCOCK FINANCIAL SERVICES
AGENCY MANAGER

1996 – 1999
East Haven, CT

- Reviewed all transactions for suitability and compliance with FINRA (NASD) and SEC regulations as well as the Firm's Written Supervisory Procedures (WSPs)
- Taught beginning through advanced financial services training courses
- Conducted annual compliance training and firm element training
- Reviewed all correspondence, marketing materials, and sales literature
- Hired, trained, and supervised financial advisors for insurance and FINRA (NASD) license examinations
- Increased professional development of staff through teaching CLU, ChFC, and CFP courses
- Assisted representatives with advanced sales and marketing
- Effectively recruited several non-John Hancock producers from the brokerage community increasing sales production by several million dollars

STAFF MANAGER

1986 – 1996

- Recruited and trained marketing representatives
- Reviewed transactions for suitability and compliance with FINRA (NASD) and SEC regulations
- Led company in Long Term Care sales
- Qualified for President's Conference for unit's productivity
- Conducted educational workshops for clients and representatives
- Assisted representatives with advanced sales

FINANCIAL ADVISOR

1982 – 1986

- Marketed securities and financial services to existing and prospective clients
- Provided securities and financial planning services for clients and prospective clients
- Qualified for company Honor Club for sales production

Education

- FINRA Live Arbitrator Training, 2013
- FINRA Arbitrator Expungement Training, 2013
- FINRA Basic Arbitrator Training, 2012
- Essentials of Leadership and Management, 2005
- Agency Management Training Council
- Southern Connecticut State University Bachelor of Science, 1982



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Professional and Community Involvement (Past and Present)

- Commissioner, Disciplinary and Ethics Commission, Certified Financial Planner (CFP) Board of Standards, August 2020 – June 2025
 - Conduct hearings and settlement reviews
 - Review and take appropriate action with respect to alleged violations of or non-compliance with the CFP Board's *Code of Ethics and Standards of Conduct, and Financial Planning Practice Standards*
- Hearing Panelist, Certified Financial Planner (CFP) Board of Standards
 - Assist the Disciplinary and Ethics Commission in reviewing and taking appropriate action with respect to alleged violations of or non-compliance with CFP Board's *Code of Ethics, Rules of Conduct, and Financial Planning Practice Standard*
- President, 2022-2023 Securities Experts Roundtable
- President-Elect, 2022 Securities Experts Roundtable
- Chairman, 2022 Securities Experts Roundtable Conference Committee
- Chairman, Securities Experts Roundtable Membership Committee
- Director, Securities Experts Roundtable
- Member, Securities Experts Roundtable
- President, National Association of Insurance and Financial Advisors, Greater New Haven, Connecticut
- National Delegate, National Association of Insurance and Financial Advisors
- Chairman, National Association of Insurance and Financial Advisors, Greater New Haven LUTC
- Moderator/Instructor, National Association of Insurance and Financial Advisors LUTC courses
- Director, University of New Hampshire, Manchester's Business Advisory Board
- President, River Glen Condominium Association
- Conservation Commissioner, Town of North Haven, Connecticut
- President, Big Brothers, Big Sisters of Southwestern Connecticut
- Director, Tuck Woods Homeowners Association

Publications and Speaking Engagements

- October 2023, PIABA Annual Meeting, Speaker and Panelist on the topic of: CFP Standards; Case Implications When Respondent is a CFP Professional
- April 2023, PIABA Mid-Year Meeting, Speaker and Panelist on the topic of: Compliance, Supervision and Suitability in IRA, Pension, and Other Retirement Accounts
- October 2020, PIABA Annual Meeting, Speaker and Panelist on the topic of: Financial Elder Abuse; Annuities and Life Insurance
- October 2017, PIABA Securities Law Seminar, Speaker and Panelist on the topic of: The DOL Fiduciary Rule, and Compliance with Fiduciary standards
- October 2017, PIABA Annual Meeting, Speaker and Panelist on the topic of: Insurance and Annuities as Investment Vehicles; Sales Practices and Suitability
- February 2016, Boston Bar Association, Speaker and Panelist on the topics of: Sales Practices, Suitability, and Supervision
- 2013, Failure to Supervise: An Inside Perspective. *PIABA Bar Journal*. Vol. 20, No. 2. Pages 233-236

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