

ELLIOTT M. SERVER

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FINANCIAL SERVICES INDUSTRY TESTIFYING EXPERT

**Suitability, Sales Practices, Fiduciary Duty, Supervision and Due Diligence in the areas of
General Securities, Fixed Income, Options Strategies, Life Insurance and Annuities, Legal and Compliance**

Elliott Server has served as a Testifying Expert Witness at Scales Consulting Group – Secure Financial Services since 2008. He is recognized as a Financial Services Industry Suitability, Sales Practices, Due Diligence and Supervision expert with specific expertise in the areas of institutional and retail fixed income, general securities including options, preferred stocks, mutual funds and, life insurance. He has consulted on over 300 matters and testified as an expert on over 40 matters in alternative dispute forums including FINRA, AAA and AAA International as well as in County, State and Federal Courts. Prior to serving as a Testifying Expert, Mr. Server spent over 30 years at Morgan Stanley Dean Witter where he began as a broker-trainee, served 7-years as a broker, 18-years in branch and regional management and 6-years as the Senior Executive and Director of the firm's Insurance Services (Life, Annuity, Estate Planning) at the New York headquarters. He currently resides in Atlanta, Georgia.

PROFESSIONAL EXPERIENCE

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

2008 – present

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

ELLIOTT SERVER CONSULTING SERVICES, Atlanta, GA

2004 – 2008

Principal: provided special project consulting including a project for Banc of America Financial Services.

MORGAN STANLEY DEAN WITTER

1972 – 2003

Senior Vice President and Director, Insurance Services – New York, NY (1997 – 2003)

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. Reporting to me were Sales Management, Marketing, Product Development, Legal, Compliance, Due Diligence, Licensing and Operations.

Key Achievements:

- Introduced a compensation plan that “leveled the playing field” and helped to eliminate many of the conflicts of interest involved in the recommendation of financial products by advisors. The plan reduced the number of policy exchanges, both internal and external and, increased the persistency of assets. Annual annuity sales reached a record \$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.
- First person from outside the Insurance Industry to serve on the Board of the American College, a position I 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.

Vice President and Branch Manager – Atlanta, GA (1985-1990)

Vice President and Branch Manager – Miami, FL (1981 – 1985)

Vice President and Branch Manager – Hallandale, FL (1978 – 1981)

Financial Advisor – Hallandale, FL (1972 – 1978)

EDUCATION

Bachelor of Arts – University of Miami, Florida (1966 – 1970)

Wharton, University of Pennsylvania – Witter Wharton Executive Management Program (1987 – 1989)

MILITARY

USARMY Reserves – 324TH General Hospital – Honorable Discharge as a Staff Sergeant (1969 – 1975)

COMMUNITY

Director and Vice Chairman, The Alliance Theatre Company – Atlanta, GA (1990 – 1994)

Board of Trustees, The American College – Bryn Mawr, PA (1999 – 2005)

Published Author: “I’m Cuckoo for Capitalism by Dr. Freudheimer” (2001)

Member: Securities Experts’ Roundtable (2012 – Present)

Member: American Bar Association (non-attorney member) (2012 – Present)

Lecturer/Instructor: University of Miami School of Law (LAW-793 – Investor Rights Clinic) The Use of Experts in Arbitration/Mediation/Court - Case Study (Each quarter since 2013)

Georgia Supreme Court Commission on Dispute Resolution – ID: 5975-9214-9065-7280 (Expires 2/28/2024)