



AMERICAN PORTFOLIOS FINANCIAL SERVICES, INC.
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Damon B. Joyner Joins American Portfolios Executive Management Team as Chief Financial Officer

HOLBROOK, N.Y. (Sept. 11, 2017) — Damon B. Joyner, financial services executive and business leader, has officially joined [American Portfolios Financial Services, Inc.'s \(AP\)](#) executive management team in the capacity of Chief Financial Officer (CFO). Joyner brings his more than 29 years of financial services industry experience to the privately-held, independent broker-dealer (IBD) that services financial advisors across the country.

“We’re extremely pleased to have Damon join the AP family. His long-standing, proven track record within the financial services industry, specifically with regard to the business operations of IBDs, offers us an expedient and pragmatic perspective of the business and direction for the firm,” CEO Lon T. Dolber says of the recent tactical hire. “His keen understanding and expertise in areas such as strategic planning, cash management strategies, risk management, product and business development, platform integration and recruitment will serve the firm and its advisor community well as we navigate through a disruptive industry landscape unearthing new opportunities for a promising future in financial services.”

In 2015, AP launched an ambitious [five-year roadmap](#), which is built on a Balanced Score Card management discipline that relies on the inter-connectedness to six strategic company perspectives: People (Performance Culture), Innovation (Platform and Technology Independence), Process (World-Class Service Quality), Customer (Customer Loyalty), Financial (Managing for EBITDA) and Community (Being Socially Responsible). Part of AP’s five-year roadmap includes strategic hires at the executive and senior management levels to expand the firm’s intellectual resources. This strategic hire comes at an opportune time, with the impending retirement of CFO Mark Manzi, who will be staying on in a consulting role through the end of the year to assist Joyner with the transition into his new role.

Joyner’s [curriculum vitae](#) spans over 29 years, during which he gained and honed his vast expertise and knowledgeable skill set – leading to his being consistently recognized for exceptional performance. An accomplished leader and executive manager with extensive experience across the broker-dealer, clearing and registered investment advisory (RIA) industry, Joyner is recognized as being highly influential and skilled at IBD/RIA, advisor and executive recruitment and development, as well as day-to-day fiscal, compliance and risk management oversight of large multi-faceted businesses.

Throughout his career, he has consistently served as a member of the Board of Directors for successful firms, as well as a member of the Securities Industry and Financial Markets Association (SIFMA) Committee and the Financial Control Committee (FCC). In 2013, Joyner was promoted to head the privately owned firm Sterne Agee & Leach, Inc. (SALI) -- a Stifel Company -- and Sterne Agee Clearing, Inc. (SACI) located in Birmingham, Alabama. In his role as president and CEO, he negotiated the sale of both SALI and SACI to INTL FCStone in July of 2016. Prior to that he served as the aforementioned firm’s CFO, managing a \$1 billion balance sheet with revenues approaching \$400 million, custodial assets under management (AUM) of \$26 billion and net capital of \$75 million.



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In his role as CFO, Joyner supervises the company's financial affairs and cost benefit analysis. He also provides assistance on all strategic and tactical matters as they relate to budget and financial management. Joyner also forecasts the needs of new funding and secures that funding, while creating awareness and knowledge of financial management matters. In addition, he actively serves as the chief financial spokesman for the company.

About American Portfolios

Headquartered in Holbrook, N.Y., American Portfolios Financial Services, Inc. (AP) is a full-service, independent broker/dealer and member firm of FINRA and SIPC, offering a complete range of financial services, including personal financial and retirement planning, securities trading, mutual funds, access to investment research, long-term care planning, insurance products and tax-free investing. Fee-based asset management is offered through its sister subsidiary, American Portfolios Advisors, Inc., (APA), a SEC Registered Investment Advisor. Both entities, along with technology entity American Portfolios Advisory Solutions, LLC, collectively reside under the legal entity American Portfolios Holdings, Inc. (APH). Full-service securities brokerage is available through a clearing firm relationship with Pershing, LLC, a BNY Mellon firm, the securities of which are held on a fully disclosed basis. The company currently serves 794 independent investment professionals located in 364 branch locations throughout the nation. It was named Broker-Dealer of the Year* (Division III) by *Investment Advisor* magazine in 2015, 2016 and 2017, as well as one of the top five Best Small/Mid-Size Company to Work for in the state of New York for 2016 and 2017 by the New York State Society for Human Resources Management (NYS-SHRM) and the Best Companies Group (BCG).

**Based on a poll of registered representatives conducted by Investment Advisor magazine. Broker/dealers rated highest by their representatives are awarded "Broker/Dealer (B/D) of the Year."*

About Damon B. Joyner

An accomplished leader and executive manager with extensive experience across the broker-dealer, clearing and registered investment advisory (RIA) industry, [Damon B. Joyner](#) is highly influential and skilled at IBD/RIA, advisor and executive recruitment and development, as well as day-to-day fiscal, compliance and risk management oversight of large multifaceted businesses. Over the course of his esteemed career, he has held prominent positions at companies such as Sterne Agee & Leach, Inc. (SALI) / Sterne Agee Clearing, Inc. (SACI), Anderson & Strudwick Investment Corp. (ASIC) / Anderson & Strudwick, Inc. (A&S), Russell Investment Company (RIC) / Russell Trust Company (RTC), Wachovia Securities LLC / First Clearing LLC, and Lovell Trading Company (LTC) / Lovell, Inc. (LI). He holds a BBA in Banking and Finance from Middle Tennessee State University. He has also attained the following FINRA registrations and industry certifications and licenses: Series 6, 7, 24, 27, 28, 63 and 65, as well as Certified Fund Specialist (CFS), Chartered Mutual Fund Counselor (CMFC) and Chartered Retirement Planning Counselor (CRPC).

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