

JOYCE SEXTON, CFP®

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TRAINING MANAGER

- Training
- New Product Development
- Compliance Consulting
- Marketing

Dynamic, highly motivated, executive with 25 years experience working in the Financial Services Industry with expertise in specialty products. Knowledge of security rules, regulations, and guidelines. Licensed to sell mutual funds, insurance, annuities, stocks & bonds, retirement & fixed income products, long-term care, and college saving plans. Demonstrated outstanding leadership abilities and success at educating and mentoring stockbrokers. Trained brokers on new products as well as how to sell them. Gave presentations to management, brokers and clients as well as investment groups. Researched and evaluated programs and products for training and delivery.

Managed complex projects that required in-depth knowledge of rules and regulations. Established and maintained a productive work environment and ensured that training programs were in compliance with regulations. Oversaw the administration and coordination of department activities. Facilitated discussions with individuals to learn how achievements contributed to department goals. Oversaw commissions, finances and scheduling for department. In prior jobs, worked as a math teacher and school administrator. Skilled in writing and giving presentations. Possess high ethical standards. Experienced using Microsoft Office Suite.

Areas of Accomplishment

- ◆ Retention
- ◆ Business Development
- ◆ Coordination of Office Services
- ◆ Orientation & Training
- ◆ Plan, Design & Implement Training
- ◆ Product Knowledge
- ◆ Due Diligence
- ◆ Commissions, Finances & Schedules
- ◆ Relationship Management

PROFESSIONAL EXPERIENCE

1985 - 2003

VICE PRESIDENT, FINANCIAL SERVICES

Johnston, Lemon & Co., Washington, DC

- As the General Securities and Municipal Securities Principal for Financial Services, trained 40 new and seasoned brokers about LTC, retirement products, 529's and financial planning.
- Increased the number of new products sold by 100% over five-year period and increased business revenue by 70 percent.
- Provided informative presentations about products to brokers, management, regulatory personnel and investment groups. Researched new programs and products to ensure they were suitable for investors.
- Wrote reports about details of products for upper management. Advised President, Chairman of the Board and CEO about the rules and regulations affecting new products. Worked with independent outside companies to market a variety of products to other brokerages. Led due diligence process for products to ensure that they were appropriate for investors.

1983-1985

ASSISTANT VICE PRESIDENT, FINANCIAL SERVICES

Johnston, Lemon & Co., Washington, DC

- Managed 80 brokers, 5 managers, 4 tax shelter consultants, CFO/staff and 10-20 active wholesale companies. Oversaw commission, finance, schedules, and paperwork.
- Reorganized the financial services department and increased broker participation. Streamlined administrative procedures. Coordinated office services for mutual fund, insurance and the limited partnership department.
- Helped developed training materials to support broker training classes.

1979 - 2003

STOCKBROKER

Johnston, Lemon & Co., Washington, DC

- Developed business leads. Marketed materials. Participated in cold calling. Made sales presentations on different products to individuals, brokers and investors at brokerage and other sites. Made calls to brokers to introduce products.
- Enrolled new clients, including mailing and assisting with necessary paperwork. Introduced interested brokers to the appropriate Account Executive. Entered data and maintained the database and other applications for tracking and reporting purposes. Produced correspondence. Answered phones and provided information to callers as needed.

1972 - 1979

DIRECTOR OF ADMISSIONS & FINANCIAL AID OFFICER

The Madeira School, Greenway, VA

- As Director of Admissions, supervised four-member department that oversaw the boarding and day, college preparatory school for girls in grades nine through twelve.
- Administered the department budget. In charge of recruiting, interviewing, and selecting candidates for admission
- While working as a Financial Aid Officer, developed strategy for analyzing, selecting and awarding of financial grants. In addition, administered the Financial Aid Work Program for 35 financial aid recipients per year.

1970 - 1972

MATHEMATICS TEACHER

The Baldwin School, Bryn Mawr, PA

- Taught high school math – primarily pre-algebra, algebra, algebra II, geometry, and trigonometry to junior and senior high students. Specialized in helping students who had difficulty with math.

EDUCATION

Masters of Education, Administration and Supervision, University of Wisconsin, Madison, WI, 1976

Bachelor of Arts, University of Wisconsin, Madison, WI, 1970

LICENSES

Series 7, 63, 65, 24, 53

Certified Financial Planner, (CFP), 2000