



VOICE OF INDEPENDENT BROKER-DEALERS
AND INDEPENDENT FINANCIAL ADVISORS

www.financialservices.org

Media Contact:
Heather Almand
Director of Communications & Media Relations
770 980-8479
heather.almand@financialservices.org

FSI Hires Keith J. Kelly as Executive Vice President and Chief Operating Officer

Atlanta, GA – February 3, 2011 – The Financial Services Institute (FSI) announced during OneVoice 2011: FSI's annual conference for independent broker-dealers the hiring of Keith J. Kelly as executive vice president and chief operating officer for FSI. Kelly joins FSI with extensive experience in the financial services industry, including positions with Mutual of Omaha Investor Services, Nationwide Financial Network and Genworth Financial Investment Services. In this newly created role, Kelly will drive FSI's membership renewal and growth initiatives as well as the expansion of new revenue opportunities.

"FSI has experienced tremendous growth since we were established in 2004," said Dale E. Brown, CAE, president and CEO of FSI. "I am confident that Keith will be a great fit to continue that momentum and help propel our association to new levels."

Prior to FSI, Kelly served as president of Mutual of Omaha Investor Services. He also worked for more than nine years collectively, as vice president and chief operations officer for Nationwide Financial Network, director of operations and product management at Genworth Financial Investment Services, and with GE Asset Management as a manager of marketing and product management. Kelly received a Bachelor of Science degree from New York Institute of Technology where he graduated with honors.

"It is a privilege to come alongside such a great group of individuals to work towards the same vision – to ensure that all individuals have access to competent and affordable financial advice, products and services delivered by a growing network of independent financial advisors affiliated with independent financial services firms," said Kelly. "I look forward to this opportunity and our continued success moving forward."

#

About the Financial Services Institute (FSI)

The Financial Services Institute (FSI) is an advocacy organization for the financial services industry – the only one of its kind – FSI is the voice of independent broker-dealers and independent financial advisors in Washington, D.C. Established in January 2004, FSI's mission is to create a healthier regulatory environment for their members through aggressive and effective advocacy, education and public awareness. FSI represents more than 120 independent broker-dealers and more than 15,000 independent financial advisors, reaching more than 15 million households. FSI is headquartered in Atlanta, GA with an office in Washington, D.C. For more information, visit financialservices.org or follow us at <http://twitter.com/fsidalebrown>.