



## Professional Profiles

### Scott Cross, CFA Chief Operating Officer



Scott is the Chief Operating Officer in the Erie, Pennsylvania office of HBK Sorce Financial LLC (HBK Sorce). He oversees the operational and compliance functions of the business and is fully engaged in setting performance benchmarks to manage and improve the firm's overall efficiency and quality. Scott's responsibilities include the general oversight of the activities associated with Operations, Financial Reporting, Asset Management and Financial Planning.

In addition, Scott is a member of the Investment Policy, Compensation and Risk Management committees of HBK Sorce.

Prior to joining HBK Sorce in 2006, Scott spent nine years with Securities America Inc., an independent broker/dealer, as the Director of Investment Information Services. In this role, he developed services and technology solutions that facilitated the investment decision making process for over 1,700 independent registered representatives. In addition, Scott has six years experience within the actuarial pension area of the Principal Financial Group.

Scott and his wife, Jacqueline, were married in 1995 and have two children.

#### Education

- BS Degree in Business Administration, University of Nebraska
- Masters Degree in Business Administration, Drake University
- Chartered Financial Analyst
- FINRA Series 7, 24 and 66 Licenses

#### Professional/Civic Association

- Member, CFA Institute

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