

Candidate Profile Form—Regional Committee Election *(this page will be displayed on finra.org)*

Candidate Name: **Mayo Woodward**

Title: **Investment Product Manager**

Firm: **StoneX Securities**

Candidate Biography and Personal Statement *(500 word limit)*

Mayo M. Woodward is a seasoned financial services executive with over 25 years of expertise in driving growth and managing diverse teams across leading financial institutions. As Vice President of Financial Services, Mayo has a distinguished record of building and scaling operations, achieving substantial revenue growth, and expanding market share. Known for his ability to recruit and develop high-performing teams, Mayo has been consistently recognized as a top sales manager, excelling in markets as competitive as New York City, Chicago, and Los Angeles. Throughout his career, Mayo has demonstrated proficiency in navigating complex financial products, including structured notes, annuities, and alternative investments, with a strong emphasis on client-centric solutions. At StoneX Wealth Management, he currently leads strategic product management initiatives, engaging with C-suite executives to align product offerings with evolving business priorities. His strategic negotiation skills have resulted in high-value contracts and expanded the firm's global market presence, boosting revenue by 15%. Previously, at Ameriprise Financial, Mayo elevated total office revenues from \$2M to \$8M in six years by revamping advisory services and enhancing performance metrics. He launched a new office at Truist Wealth Management, growing the team from one to nine members, establishing a robust market presence, and managing a portfolio of high net-worth clients with assets exceeding \$2M. Mayo's leadership style, characterized by collaboration and strategic problem-solving, has been instrumental in managing up to 70 direct and indirect reports, ensuring project completion with a focus on efficiency and time management. Mayo's commitment to professional growth is underscored by his pursuit of the Certified Financial Planner (CFP)® certification, expected in March 2025. His educational background includes a Bachelor of Arts in Sociology from Emory University, complemented by multiple industry certifications, including FINRA licenses and designations as a Certified Retirement Planning Counselor (CRPC)® and Retirement Income Certified Planner (RICP)®. His extensive experience, strategic insight, and dedication to talent development make him a pivotal leader in the financial services sector.

Personal statement: I have experience both in the field and home office and will bring a deep level of understanding of both areas. I also have experience in both the sales side and supervision over advisors in multiple states. I enjoy being a problem solver and helping advisors achieve their personal goals. I look forward to the opportunity to serve.

Optional Links:

Link to personal website, resume or CV: <https://www.linkedin.com/in/mayo-m-woodward-crpc%C2%AE-rj>

Link to YouTube video: _____