

LOS ANGELES, August 15, 2011

**Gene Goldman joins Cetera as new head of research; Consultant Brian Gendreau added as market strategist**

Cetera Financial Group, the partner of choice for advisors seeking independence and a supportive broker-dealer relationship, is pleased to announce that **Gene Goldman** has joined the firm as vice president, head of research. Cetera also announced that **Brian Gendreau**, professor of finance at the University of Florida and industry-renowned market commentator, will work with Cetera's research team as a market strategist on a consulting basis.

In his new role, Goldman will be responsible for all internal and third-party research products, offering sound investment solutions to help advisors expand their client relationships and build upon the firm's advisor-focused capabilities. He will report directly to Cetera Executive Vice President of Wealth Management **Barnaby Grist**.

"Gene brings enormous depth of investment expertise and wide-ranging experience in the areas of asset allocation, manager research and investment philosophies and processes," Grist said. "I'm confident he will be a valuable addition to our team as we look to continue our momentum in providing advisors the best external and internal research and products in the business."

Goldman's career spans more than 17 years of progressive responsibilities in manager research and investment strategy development. As vice president, market strategist at LPL Financial, he was responsible for articulating the Research Department's financial market projections, investment philosophies and strategies to both advisors and their clients.

Prior to that, Goldman served as lead strategist in LPL's manager strategy group, managing an analyst team responsible for the selection and monitoring of mutual fund and separately managed account recommended lists for the firm. In addition, he has served as a separately managed account strategist, overseeing the implementation of institutional research methodologies.

"I'm looking forward to being part of Cetera's exceptional team. They share my passion for delivering what advisors want and need to serve their clients," Goldman said. "I'm very excited to be part of the firm's continued growth and look forward to providing the resources and capabilities that allow advisors to strengthen their client relationships and grow their practice."

Goldman will lead Cetera's research team and will also supervise Gendreau, Cetera's new market strategist. Prior to taking on his new role at Cetera, Gendreau was an investment strategist and member of the asset allocation committee at ING Investment Management. Previously, he was a managing director and strategist with Heckman Global Advisors. Earlier in his career, Gendreau served in senior investment level roles at Salomon Smith Barney and J.P. Morgan and as an economist with the Federal Reserve Bank of Philadelphia and the Federal Reserve Board.

**About Cetera Financial Group**

Cetera Financial Group is the parent company of the nation's largest privately held family of independent broker-dealers. It provides comprehensive broker-dealer services, competitive advisory programs, and innovative technology for approximately 5,000 independent financial professionals and more than 700 financial institutions and their investor clients nationwide. Through its three distinct broker-dealer platforms, Financial Network Investment Corporation, Multi-Financial Securities Corporation and PrimeVest Financial Services Inc., Cetera combines the benefits of efficiency and ongoing investment provided by a large broker-dealer with the relationship focus and customized solutions of a smaller firm.

Based in Los Angeles, Cetera is committed to helping advisors grow their business and strengthen their relationships with clients. For more information, visit [www.cetera.com](http://www.cetera.com).

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