

Lisa Roth***Chief Executive Officer, Keystone Capital Corporation***

Lisa Roth is the Chief Executive Officer and majority owner of Keystone Capital Corporation, a FINRA member firm and registered investment adviser with its headquarters in San Diego, CA. Ms. Roth holds FINRA Series 7, 24, 53, 4, and 65 licenses. Ms. Roth is also the President of Monahan & Roth, LLC, a professional consulting firm offering compliance, regulatory and information security consulting and expert witness services. Previously, Ms. Roth was the founder of ComplianceMAX Financial Corp.(CMAX). CMAX is a regulatory compliance company offering technology and consulting services to more than 1000 broker-dealers and investment advisers. Ms. Roth's leadership at CMAX led to the development of revolutionary audit and compliance workflow technologies now in use by some of the US's largest (and smallest) broker-dealers and investment advisers.

Ms. Roth has also served in various executive capacities with Royal Alliance Associates, First Affiliated (now Allied) Securities and other brokerage and advisory firms.

Ms. Roth is a tireless advocate for small firms facing challenges presented by broker-dealer and investment adviser regulatory and legislative matters. Her constructive approach to advocacy has resulted in enhanced awareness of small firm issues among regulators, legislators and industry professionals.

Ms. Roth was unanimously selected by her peers to serve as the Chairman of the Small Firm Advisory Board in 2010, is an active participant in FINRA committees and financial services trade associations. She serves as the Chairman of the Member Advocacy Committee and was Past-Chairman of the National Association of Independent Broker Dealers (NAIBD). In this capacity she leads the effort to advocate on behalf of the association's members. Ms. Roth is a member of the Board of Directors of the Third Party Marketing Association (3PM) and serves as co-chair of its Membership Committee.

Ms. Roth freely shares her insights, and is a frequent speaker at industry and regulatory conferences, and on ad hoc committees as necessary to promote a culture of continuous improvement for investment services firms and the securities industry in general. Ms. Roth resides in CA but is a native of Pennsylvania, where she attained a Bachelors of Arts Degree and was awarded the History Prize from Moravian College in Bethlehem, PA.