



BENJAMIN F. EDWARDS & CO.
INVESTMENTS *for* GENERATIONS

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FORMER BROKERAGE SENIOR MANAGEMENT EXECUTIVE
JOINS BENJAMIN F. EDWARDS & CO. BRANCH OFFICE
Will work with clients at the firm's Springfield, Ill. location

(ST. LOUIS, March 7, 2011) – Rob Pietroburgo, a long-time financial industry professional and brokerage industry executive, joined the Springfield, Ill. branch of [Benjamin F. Edwards & Co.](#) today as a managing director – investments, company officials announced today. In that capacity, he will assist clients with their financial planning and investment needs.

“Rob’s multifaceted experience and background will be a real asset to our office and our clients,” said Craig R. Schermerhorn, branch manager and managing director – investments for the Springfield location. “With his vast experience which includes time as a financial consultant, branch manager, and brokerage company executive, Rob is uniquely positioned to help clients meet their financial goals and objectives.”

After spending five years in professional baseball with the Seattle Mariners and the Cleveland Indians, Pietroburgo began his financial services career in 1984. He joined A.G. Edwards, the St. Louis-based brokerage, in 1987 as a financial consultant based in Southern Illinois, and earned his CERTIFIED FINANCIAL PLANNER™ designation from the College for Financial Planning® in 1988.

In 2000, he was named a regional manager with oversight responsibility for the firm’s branches in the Great Lakes region. A year later, he moved to the St. Louis headquarters where he served as director of branches and in a variety of senior executive and management positions, even after A.G. Edwards was acquired by Wachovia Securities and eventually Wells Fargo Advisors. In 2010, he left management and returned to production.

“I’ve been a part of this industry at many different levels for more than 30 years and have never enjoyed myself more than when I am working directly with my clients,” said Pietroburgo. “After careful consideration, I decided that Benjamin F. Edwards & Co. not only offers the products and services my clients need, but also the familiar client-first culture that all of us enjoy. I am eager to roll up my sleeves in Springfield and get to work.”

Pietroburgo’s hiring comes on the heels of the firm recently bringing Rick Balmaseda onboard as a senior vice president – investments in its Danbury, Conn. office. Balmaseda, with nearly 30 years of securities industry experience, started with Prudential Securities in 1984, and remained with that firm as it was acquired by Wachovia Securities and later Wells Fargo Advisors. He also received his CERTIFIED FINANCIAL PLANNER™ designation from the College for Financial Planning® in 1994. In addition, he holds the Accredited Estate Planner designation, which is administered by the American College and designed for financial professionals who meet stringent experience and education qualifications.

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Benjamin F. Edwards & Co.

Add One

March 7, 2011

Firm statistics

With Pietroburgo's addition, the Springfield, Ill., branch now employs six financial consultants and four financial associates, while its Danbury branch has 12 financial professionals. In total, Benjamin F. Edwards & Co. employs 147 people at its Home Office and 15 branches in nine states.

About Benjamin F. Edwards & Co.

With a tagline of "Investments for Generations" and a company logo anchored by the Edwards family crest, Benjamin F. Edwards & Co. is headquartered in St. Louis, Mo. and was founded in 2008 by Benjamin F. (Tad) Edwards IV, the great-great-grandson of Albert Gallatin Edwards, the founder of brokerage firm A.G. Edwards. The company has branch offices in Danbury and Hamden, Connecticut; St. Louis and Springfield, Mo.; Highlands, N.C.; White Plains, N.Y.; Atlanta, Ga.; Bluefield, Va.; Madison, Wis.; Mentor, Ohio; and Peoria, Springfield, Decatur, Galesburg and Wheaton, Ill. A subsidiary of Benjamin Edwards, Inc., Benjamin F. Edwards & Co. is a full-service brokerage and a Registered Investment Adviser, which offers a wide array of financial products and advisory services to its clients and financial consultants. For more information about Benjamin F. Edwards & Co., please visit www.benjaminfedwards.com.

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