



IAPD Report

PETER MARTIN FIERRO

CRD# 1011222

<u>Section Title</u>	<u>Page(s)</u>
Report Summary	1
Qualifications	2 - 5
Registration and Employment History	6
Disclosure Information	7



When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

PETER MARTIN FIERRO (CRD# 1011222)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **05/11/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	STIFEL, NICOLAUS & COMPANY, INCORPORATED	CRD# 793	02/24/2023
IA	STIFEL, NICOLAUS & COMPANY, INCORPORATED	CRD# 793	02/24/2023

QUALIFICATIONS

This representative is currently registered in **11** SRO(s) and **20** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
IA	JANNEY MONTGOMERY SCOTT LLC	463	GARDEN CITY, NY	06/12/2008 - 02/28/2023
B	JANNEY MONTGOMERY SCOTT LLC	463	GARDEN CITY, NY	01/16/2003 - 02/28/2023
B	PRUDENTIAL SECURITIES INCORPORATED	7471	NEW YORK, NY	12/05/1994 - 01/10/2003

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2
Termination	1



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with **20** jurisdiction(s) and 11 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **STIFEL, NICOLAUS & COMPANY, INCORPORATED**

Main Address: 501 N BROADWAY
ST LOUIS, MO 63102

Firm ID#: 793

	Regulator	Registration	Status	Date
B	Cboe BZX Exchange, Inc.	General Securities Representative	Approved	02/24/2023
B	Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	05/11/2026
B	Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	05/11/2026
B	FINRA	General Securities Representative	Approved	02/24/2023
B	Investors' Exchange LLC	General Securities Representative	Approved	05/11/2026
B	NYSE American LLC	General Securities Representative	Approved	02/24/2023
B	NYSE Texas, Inc.	General Securities Representative	Approved	05/11/2026
B	Nasdaq ISE, LLC	General Securities Representative	Approved	05/11/2026
B	Nasdaq PHLX LLC	General Securities Representative	Approved	02/24/2023
B	Nasdaq Stock Market	General Securities Representative	Approved	02/24/2023
B	New York Stock Exchange	General Securities Representative	Approved	02/24/2023
B	Arizona	Agent	Approved	02/24/2023
B	California	Agent	Approved	02/27/2023



Qualifications

	Regulator	Registration	Status	Date
B	Colorado	Agent	Approved	02/24/2023
B	Connecticut	Agent	Approved	02/24/2023
B	Florida	Agent	Approved	02/24/2023
B	Hawaii	Agent	Approved	02/28/2023
B	Illinois	Agent	Approved	03/02/2023
B	Kentucky	Agent	Approved	03/23/2023
B	Maryland	Agent	Approved	02/24/2023
B	New Hampshire	Agent	Approved	05/07/2026
B	New Jersey	Agent	Approved	02/24/2023
B	New Mexico	Agent	Approved	03/05/2025
B	New York	Agent	Approved	02/24/2023
IA	New York	Investment Adviser Representative	Approved	02/25/2023
B	North Carolina	Agent	Approved	03/02/2023
B	Ohio	Agent	Approved	02/24/2023
B	Pennsylvania	Agent	Approved	02/24/2023
B	South Carolina	Agent	Approved	02/27/2023
B	Tennessee	Agent	Approved	02/24/2023
B	Vermont	Agent	Approved	02/24/2023
B	Virginia	Agent	Approved	02/24/2023



Qualifications

Regulator	Registration	Status	Date
-----------	--------------	--------	------

Branch Office Locations

STIFEL, NICOLAUS & COMPANY, INCORPORATED
1225 FRANKLIN AVENUE
SUITE 150
GARDEN CITY, NY 11530



Qualifications



PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 0 principal/supervisory exams, 3 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
------	----------	------

No information reported.

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B National Commodity Futures Examination (S3)	Series 3	06/28/1990
B General Securities Representative Examination (S7)	Series 7	10/17/1981

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination (S63)	Series 63	04/08/1986



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
A	06/12/2008 - 02/28/2023	JANNEY MONTGOMERY SCOTT LLC	CRD# 463	GARDEN CITY, NY
B	01/16/2003 - 02/28/2023	JANNEY MONTGOMERY SCOTT LLC	CRD# 463	GARDEN CITY, NY
B	12/05/1994 - 01/10/2003	PRUDENTIAL SECURITIES INCORPORATED	CRD# 7471	NEW YORK, NY
B	07/31/1993 - 12/08/1994	SMITH BARNEY INC.	CRD# 7059	NEW YORK, NY
B	10/21/1991 - 07/31/1993	LEHMAN BROTHERS INC.	CRD# 7506	NEW YORK, NY
B	05/17/1989 - 10/16/1991	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	
B	09/22/1983 - 10/16/1991	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	NEW YORK, NY
B	03/30/1988 - 05/13/1989	ALEX. BROWN & SONS INCORPORATED	CRD# 20	
B	12/05/1981 - 06/03/1982	MERRILL LYNCH FUNDS DISTRIBUTOR, INC.	CRD# 4100	

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
02/2023 - Present	STIFEL, NICOLAUS & COMPANY, INCORPORATED	Financial Advisor	Y	Garden City, NY, United States
01/2003 - 02/2023	JANNEY MONTGOMERY SCOTT LLC	Financial Advisor	Y	PHILADELPHIA, PA, United States

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

No information reported.



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2
Termination	1

Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: JANNEY MONTGOMERY SCOTT LLC

Allegations: FLORIDA CLIENTS VERBALLY ALLEGE THEY WERE NOT AWARE OF THE RISK INCURRED THROUGH THE ACCUMULATION OF MERRILL LYNCH SHARES RECOMMENDED BY THEIR ADVISOR, PETER FIERRO, BETWEEN MAY AND DECEMBER OF 2008. CLIENTS VERBALLY DEMAND COMPENSATION FOR THE RESULTING LOSS, ESTIMATED AT \$300,000.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$300,000.00

Is this an oral complaint? Yes

Is this a written complaint? No

Is this an arbitration/CFTC reparation or civil litigation? No

Customer Complaint Information

Date Complaint Received: 12/05/2008

Complaint Pending? No

Status: Settled

Status Date: 06/05/2009

Settlement Amount: \$125,000.00



Individual Contribution Amount: \$62,500.00

Broker Statement CLAIM SETTLED IN THE INTEREST OF CUSTOMER RELATIONS AND TO AVOID POTENTIALLY TIME CONSUMING AND COSTLY LITIGATION, WITHOUT ADMITTING LIABILITY, IN THE AMOUNT OF \$125,000.

Disclosure 2 of 2

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: SMITH BARNEY

Allegations: UNAUTHORIZED TRADING, UNAUTHORIZED USE OF MARGIN, BREACH OF CONTRACT. MR. FIERRO WAS NOT NAMED IN THIS MATTER.

Product Type:

Alleged Damages: \$34,672.12

Customer Complaint Information

Date Complaint Received:

Complaint Pending? No

Status: Arbitration/Reparation

Status Date:

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.: [New York Stock Exchange; 1994-004142](#)

Date Notice/Process Served: 08/17/1994

Arbitration Pending? No

Disposition: Award to Customer

Disposition Date: 11/30/1995

Monetary Compensation Amount: \$50,000.00

Individual Contribution Amount:

Firm Statement RESPONDENT SMITH BARNEY WAS ORDERED TO PAY CLAIMANT \$50,000.00 IN DAMAGES
CONTACT ELLEN SLIPP (212) 816-9553

Reporting Source: Individual



Employing firm when activities occurred which led to the complaint:

SMITH BARNEY

Allegations:

UNAUTHORIZED TRADING FAILURE TO FOLLOW INSTRUCTIONS; ALLEGED DAMAGES \$34,672.12.

Product Type:

Alleged Damages:

\$34,672.12

Customer Complaint Information

Date Complaint Received:

Complaint Pending?

No

Status:

Arbitration/Reparation

Status Date:

Settlement Amount:

Individual Contribution Amount:

Arbitration Information

Arbitration/Reparation Claim filed with and Docket/Case No.:

[New York Stock Exchange; 1994-004142](#)

Date Notice/Process Served:

08/17/1994

Arbitration Pending?

No

Disposition:

Award to Customer

Disposition Date:

11/30/1995

Monetary Compensation Amount:

\$50,000.00

Individual Contribution Amount:

Broker Statement

RESPONDENT SMITH BARNEY WAS ORDERED TO PAY CLAIMANT \$50,000.00 IN DAMAGES.
Not Provided



Termination

This disclosure event involves a situation where the Investment Adviser Representative voluntarily resigned, was discharged or was permitted to resign after allegations were made that accused the Investment Adviser Representative of violating investment-related statutes, regulations, rules or industry standards of conduct; fraud or the wrongful taking of property; or failure to supervise in connection with investment-related statutes, regulations, rules or industry standards of conduct.

Disclosure 1 of 1

Reporting Source:	Individual
Firm Name:	PRUDENTIAL SECURITIES
Termination Type:	Permitted to Resign
Termination Date:	12/12/2002
Allegations:	PERMITTED TO RESIGN FOLLOWING FIRM INVESTIGATION CONCERNING ADHERENCE TO PSI ANNUITIES REPLACEMENT PROCEDURES AND NEW YORK STATE REG. 60. INVESTIGATION WAS NOT PROMPTED BY ANY CUSTOMER COMPLAINT.
Product Type:	Other
Other Product Types:	ANNUITIES



End of Report

This page is intentionally left blank.