



IAPD Report

KRISTOPHER ALEXANDER WALLACE

CRD# 2363185

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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

KRISTOPHER ALEXANDER WALLACE (CRD# 2363185)

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 **11/03/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	SOGOTRADE, INC.	CRD# 17912	01/08/2016
IA	MARKETRIDERS	CRD# 147963	07/06/2016

QUALIFICATIONS

This representative is currently registered in **3** SRO(s) and 3 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
B	SCOTTRADE, INC.	8206	ST. LOUIS, MO	10/10/2012 - 10/23/2015
B	SCOTTRADE, INC.	8206	ST. LOUIS, MO	06/20/1996 - 01/20/2011
B	OLDE DISCOUNT CORPORATION	5979	DETROIT, MI	07/15/1994 - 04/22/1996

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
Regulatory Event	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 3 jurisdiction(s) and 3 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **SOGOTRADE, INC.**
Main Address: 1 MCBRIDE AND SON CENTER DRIVE
SUITE 288
CHESTERFIELD, MO 63005
Firm ID#: 17912

Regulator	Registration	Status	Date
B Cboe EDGX Exchange, Inc.	General Securities Principal	Approved	06/23/2017
B Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	06/23/2017
B Cboe EDGX Exchange, Inc.	Securities Trader	Approved	06/23/2017
B Cboe EDGX Exchange, Inc.	Securities Trader Principal	Approved	06/29/2017
B FINRA	General Securities Principal	Approved	01/08/2016
B FINRA	General Securities Representative	Approved	01/08/2016
B FINRA	Securities Trader	Approved	01/08/2016
B FINRA	Securities Trader Principal	Approved	06/29/2017
B FINRA	Operations Professional	Approved	02/06/2023
B Nasdaq Stock Market	General Securities Principal	Approved	08/14/2020
B Nasdaq Stock Market	General Securities Representative	Approved	08/14/2020
B Nasdaq Stock Market	Securities Trader	Approved	08/14/2020
B Nasdaq Stock Market	Securities Trader Principal	Approved	08/14/2020



Qualifications

Regulator	Registration	Status	Date
B California	Agent	Approved	04/27/2023
B Missouri	Agent	Approved	01/11/2016

Branch Office Locations

1 MCBRIDE & SONS CENTER DRIVE
SUITE 288
Chesterfield, MO 63005

Richmond Heights, MO

Employment 2 of 2

Firm Name: **MARKETRIDERS**
 Main Address: 1 MCBRIDE & SON CENTER DR.
 SUITE 288
 CHESTERFIELD, MO 63005
 Firm ID#: 147963

Regulator	Registration	Status	Date
IA Louisiana	Investment Adviser Representative	Approved	05/11/2017
IA Missouri	Investment Adviser Representative	Approved	07/06/2016

Branch Office Locations

MARKETRIDERS
1 MCBRIDE & SON CENTER DR.
SUITE 288
CHESTERFIELD, MO 63005





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 2 principal/supervisory exams, 6 general industry/product exams, and 2 state securities law exams.




Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	06/06/2007
 Registered Options Principal Examination (S4)	Series 4	01/24/1995

General Industry/Product Exams

Exam	Category	Date
 Operations Professional Examination (S99TO)	Series 99TO	02/06/2023
 Securities Trader Exam (S57TO)	Series 57TO	01/02/2023
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Limited Representative-Equity Trader Exam (S55)	Series 55	05/24/1999
 General Securities Representative Examination (S7)	Series 7	07/14/1994
 National Commodity Futures Examination (S3)	Series 3	04/27/1993

State Securities Law Exams

Exam	Category	Date
  Uniform Combined State Law Examination (S66)	Series 66	06/30/2016
 Uniform Securities Agent State Law Examination (S63)	Series 63	08/01/1994



PROFESSIONAL DESIGNATIONS

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

No information reported.



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	10/10/2012 - 10/23/2015	SCOTTRADE, INC.	CRD# 8206	ST. LOUIS, MO
B	06/20/1996 - 01/20/2011	SCOTTRADE, INC.	CRD# 8206	ST. LOUIS, MO
B	07/15/1994 - 04/22/1996	OLDE DISCOUNT CORPORATION	CRD# 5979	DETROIT, MI

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
04/2016 - Present	MarketRiders, Inc.	Investment Adviser Representative	Y	Chesterfield, MO, United States
11/2015 - Present	SogoTrade	SVP of Products & Business Strategy	Y	Chesterfield, MO, 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.

St Louis Investment Club LLC | Investment-related | 39 Kensington Pl Ct. Saint Charles, MO 63304 | Investment club | Mostly passive involvement | Start date 2/5/2024 | 1 hour/week | 0 hours during securities trading hours| Receive profits or losses from investments, has personal financial investment in this activity.

Principal Insurance LLC |Investment-related | 1 McBride & Son Center Dr., Chesterfield, MO 63005| Insurance leads marketing, does not conduct insurance business | Limited management function | Start date 4/8/2024| 1-2 hours/month | 0 hours during securities trading hours| | No recurring compensation. There may be distributions if revenue is generated.

Sogo Financial Management LLC |Not investment-related | 1 McBride and Son Center Dr. Chesterfield MO 63005 | A holding company | Chief Executive | Start date 2/1/2023| 0 hours/month | 0 hours during securities trading hours| Represent the company. Currently conduct no activities with the business.

Sogo Financial Group, Inc |Not investment-related | 1 McBride and Son Center Dr. Chesterfield MO 63005 | A holding company | Chief Executive |Start date 2/1/2023| 0 hours/month | 0 hours during securities trading hours| Represent the company. Currently conduct no activities with the business.

288 Ventures, LLC |Not investment-related | 1 McBride and Son Center Dr. Chesterfield MO 63005 | an ownership LLC | Chief Executive |Start date 2/1/2023| 0 hours/month | 0 hours during securities trading hours| Represent the company. Currently conduct no activities with the business.

Sogo Technology, LLC |Not investment-related | 1 McBride and Son Center Dr. Chesterfield MO 63005 |A software services firm | Chief Executive |Start date 2/1/2023| 0 hours/month | 0 hours during securities trading hours| Represent the company.



Registration & Employment History



OTHER BUSINESS ACTIVITIES

Max Tech, LLC |Not investment-related | 1 McBride and Son Center Dr. Chesterfield MO 63005 |A software services firm | Chief Executive |Start date 2/1/2023| 0 hours/month | 0 hours during securities trading hours| Represent the company.

MarketRiders (dba, SogoTrade Asset Management): Investment-related - 1 McBride & Son Center Dr., Suite 288, Chesterfield, MO 63005 - Business: Registered investment adviser - Title: Chief Executive Officer - Start: 4/1/2016 - Approximately 10 hours per month, primarily during securities trading hours - Supervise management of registered investment advisers - MarketRiders is an affiliate of SogoTrade, under common ownership and management.



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
Regulatory Event	1

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source:	Individual
Regulatory Action Initiated By:	CINCINNATI STOCK EXCHANGE
Sanction(s) Sought:	Censure
Other Sanction(s) Sought:	\$10,000 FINE
Date Initiated:	04/19/2001
Docket/Case Number:	BCC 2001-001
Employing firm when activity occurred which led to the regulatory action:	SCOTTRADE, INC.
Product Type:	Equity Listed (Common & Preferred Stock)
Other Product Type(s):	
Allegations:	WHILE ACTING AS A SPECIALIST ON DECEMBER 15, 2001, JANUARY 29 AND 31, AND FEBRUARY 1, AND 2, 2001, I (1) EXECUTED SEVEN PREFERENCED CROSSES TO FACILITATE CUSTOMER SELL SHORT ORDERS AT PRICES THAT WERE NOT AN UP-TICK FROM THE PREVIOUS TRADE; (2) TRADED AHEAD OF SIX ORDERS; (3) INTER-POSITIONED AS DEALER WHILE HOLDING ORDERS WHICH COULD BE CROSSED; (4) IMPROPERLY UTILIZED THE OSEQ INDICATOR; (5) EXECUTED SEVENTEEN CROSSES AT PRICES INFERIOR TO THE NBBO AT THE TIME OF THE EXECUTION AND (6) PLACED FALSE EXECUTION TIMES ON OSEQ TRADES IN THE FIRM ORDER SUBMISSION. THE ACTS, PRACTICE AND CONDUCT DESCRIBED ABOVE CONSTITUTE VIOLATIONS OF CSE RULES 3.1, 3.6, 4.2, 12.6(A), 11.9(N)(4), 12.6(B), SEC RULE 10A-1(A).
Current Status:	Final



Resolution:	Acceptance, Waiver & Consent(AWC)
Resolution Date:	07/26/2001
Sanctions Ordered:	Censure Monetary/Fine \$10,000.00
Other Sanctions Ordered:	
Sanction Details:	\$10,000 FINE LEVIED AGAINST SCOTTRADE AND KRISTOPHER WALLACE JOINTLY AND SEVERALLY WHICH WAS PAID ON 08/08/2001.
Broker Statement	WITHOUT ADMITTING OR DENYING THE ALLEGED VIOLATIONS, SCOTTRADE AND KRISTOPHER WALLACE SUBMITTED AN EXPEDITED PROCEEDING LETTER OF CONSENT IN WHICH WE AGREED TO A CENSURE AND \$10,000 FINE. THE BUSINESS CONDUCT COMMITTEE ACCEPTED THE CONSENT LETTER. THE \$10,000 FINE WAS PAID ON 08/08/2001.



End of Report

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