



IAPD Report

John Vincent Keane

CRD# 2748584

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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

John Vincent Keane (CRD# 2748584)

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 **09/09/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	MORGAN STANLEY	CRD# 149777	03/14/2018
IA	MORGAN STANLEY	CRD# 149777	03/19/2018

QUALIFICATIONS

This representative is currently registered in **4** SRO(s) and **1** 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	UBS FINANCIAL SERVICES INC.	8174	WEEHAWKEN, NJ	07/27/2006 - 02/09/2018
B	UBS FINANCIAL SERVICES INC.	8174	WEEHAWKEN, NJ	01/19/2001 - 02/09/2018
B	DEAN WITTER REYNOLDS INC.	7556	PURCHASE, NY	06/21/1996 - 01/23/2001

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	3



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 1 jurisdiction(s) and 4 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **MORGAN STANLEY**
Main Address: 2000 WESTCHESTER AVENUE
PURCHASE, NY 10577-2530
Firm ID#: 149777

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	03/14/2018
B NYSE American LLC	General Securities Representative	Approved	03/14/2018
B Nasdaq Stock Market	General Securities Representative	Approved	03/14/2018
B New York Stock Exchange	General Securities Representative	Approved	03/14/2018
B New York	Agent	Approved	03/15/2018
IA New York	Investment Adviser Representative	Approved	06/16/2021

Branch Office Locations

MORGAN STANLEY
2000 WESTCHESTER AVE
(HOME OFFICE)
PURCHASE, NY 10577






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 3 principal/supervisory exams, 3 general industry/product exams, and 2 state securities law exams.



Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Sales Supervisor (S23)	Series 23	06/21/2016
 General Securities Sales Supervisor - General Module Examination (S10)	Series 10	09/05/2007
 General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	08/30/2007

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Futures Managed Funds Examination (S31)	Series 31	07/19/1996
 General Securities Representative Examination (S7)	Series 7	06/20/1996

State Securities Law Exams

Exam	Category	Date
 Uniform Investment Adviser Law Examination (S65)	Series 65	07/10/1996
 Uniform Securities Agent State Law Examination (S63)	Series 63	07/10/1996

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
IA	07/27/2006 - 02/09/2018	UBS FINANCIAL SERVICES INC.	CRD# 8174	WEEHAWKEN, NJ
B	01/19/2001 - 02/09/2018	UBS FINANCIAL SERVICES INC.	CRD# 8174	WEEHAWKEN, NJ
B	06/21/1996 - 01/23/2001	DEAN WITTER REYNOLDS INC.	CRD# 7556	PURCHASE, NY

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
02/2018 - Present	MORGAN STANLEY SMITH BARNEY LLC	VP, PRODUCT SPECIALIST	Y	PURCHASE, NY, United States
01/2001 - 02/2018	UBS BANK USA	BANKING CONSULTANT	Y	Stamford, CT, United States
01/2001 - 02/2018	UBS FINANCIAL SERVICES INC.	FINANCIAL ADVISOR	Y	WHITE PLAINS, NY, 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	3

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 3

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	UBS FINANCIAL SERVICES INC.
Allegations:	CLIENT ALLEGES FINANCIAL ADVISOR MISREPRESENTED LEH INVESTMENT AS PRINCIPAL PROTECTED. TIME FRAME: NOVEMBER 27, 2007 - APRIL 11, 2011.
Product Type:	Other: STRUCTURED PRODUCTS
Alleged Damages:	\$5,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	No

Customer Complaint Information

Date Complaint Received:	04/11/2011
Complaint Pending?	No
Status:	Denied
Status Date:	05/09/2011
Settlement Amount:	

Individual Contribution Amount:

**Broker Statement**

THE CLIENT WORKS IN THE COMPLIANCE DEPARTMENT AT AN INVESTMENT BANK. AT THE TIME, THE BANK REQUIRED THAT PROSPECTUS DELIVERY ON STRUCTURED NOTES BE CONFIRMED VIA HER GROUP WITHIN THE COMPLIANCE DEPARTMENT. THE CLIENT WAS WELL AWARE OF THE TERMS OF THE ISSUE, SPECIFICALLY THAT THE ISSUE WAS AN OBLIGATION OF LEHMAN BROTHERS. MY PRIMARY CONCERN AS AN ADVISOR FOR HER WAS THE VERY LARGE (MORE THAN 50% OF HER INVESTMENT ASSETS) POSITION SHE HELD IN MCGRAW HILL (MHP), WHICH SHE REFUSED TO DIVERSIFY AND REDUCE RISK. I MET THE CLIENT IN EARLY 2007. OVER THE COURSE OF THE FOLLOWING YEAR HER CONCENTRATED POSITION IN MHP WENT DOWN 35% WHILE THE OVERALL MARKET WENT UP ABOUT 4%. EVEN THOUGH THIS CASE WAS SETTLED, I DENY THE ALLEGATIONS AS STIPULATED IN THE CUSTOMER COMPLAINT. THIS CLIENT WAS AN AGGRESSIVE TRADER WHO WORKED IN THE FINANCIAL SERVICES INDUSTRY. SHE INVESTED IN AGGRESSIVE ETFS THAT LEVERAGED SECTORS(INCLUDING THE FINANCIAL SECTOR) WITH DOUBLE AND TRIPLE EXPOSURE. THIS LEHMAN NOTE WAS NOT PRESENTED AS A "NO-RISK" INVESTMENT. THE CLIENT RECEIVED THE PRELIMINARY PROSPECTUS BEFORE THE ISSUE WAS PRICED. IT SHOULD BE NOTED THAT APPROXIMATELY ONE WEEK BEFORE THE BANKRUPTCY, RESEARCH REPORTS WERE PUBLISHED THAT HAD FAVORABLE OUTLOOKS REGARDING THE LEHMAN DEBT. THIS INVESTMENT WAS SUITABLE AND PRESENTED TO THE CLIENT PROPERLY AT THE TIME OF PURCHASE AND ONLY BECAME AN ISSUE DUE TO THE UNFORESEEABLE BANKRUPTCY OF LEHMAN BROTHERS. THIS SETTLEMENT DOES NOT REFLECT ANY ACKNOWLEDGEMENT OR ADMISSION OF ANY LIABILITY OR MISCONDUCT ON MY PART WHATSOEVER AND WAS RESOLVED TO AVOID THE POTENTIAL COST AND UNCERTAINTIES OF THE ARBITRATION FORUM

Disclosure 2 of 3**Reporting Source:**

Individual

Employing firm when activities occurred which led to the complaint:

UBS FINANCIAL SERVICES INC.

Allegations:

CLIENT'S COUNSEL ALLEGES FINANCIAL ADVISOR SOLICITED LEH STRUCTURED PRODUCT AS A NO-RISK INVESTMENT. COUNSEL FURTHER ALLEGES FINANCIAL ADVISOR FAILED TO INFORM HER OF ANY RISKS ASSOCIATED WITH THE NOTES. TIME FRAME: OCTOBER 26, 2007 - FEBRUARY 24, 2011

Product Type:

Other: STRUCTURED PRODUCTS

Alleged Damages:

\$40,000.00

Is this an oral complaint?

No

Is this a written complaint?

Yes

Is this an arbitration/CFTC reparation or civil litigation?

No

Customer Complaint Information**Date Complaint Received:**

02/24/2011

Complaint Pending?

No

Status:

Settled



Status Date: 05/10/2011

Settlement Amount: \$20,000.00

Individual Contribution Amount: \$0.00

Broker Statement
EVEN THOUGH THIS CASE WAS SETTLED, I DENY THE ALLEGATIONS AS STIPULATED IN THE CUSTOMER COMPLAINT. THIS CLIENT WAS AN AGGRESSIVE TRADER WHO WORKED IN THE FINANCIAL SERVICES INDUSTRY. SHE INVESTED IN AGGRESSIVE ETFS THAT LEVERAGED SECTORS(INCLUDING THE FINANCIAL SECTOR) WITH DOUBLE AND TRIPLE EXPOSURE. THIS LEHMAN NOTE WAS NOT PRESENTED AS A "NO-RISK" INVESTMENT. THE CLIENT RECEIVED THE PRELIMINARY PROSPECTUS BEFORE THE ISSUE WAS PRICED. IT SHOULD BE NOTED THAT APPROXIMATELY ONE WEEK BEFORE THE BANKRUPTCY, RESEARCH REPORTS WERE PUBLISHED THAT HAD FAVORABLE OUTLOOKS REGARDING THE LEHMAN DEBT. THIS INVESTMENT WAS SUITABLE AND PRESENTED TO THE CLIENT PROPERLY AT THE TIME OF PURCHASE AND ONLY BECAME AN ISSUE DUE TO THE UNFORESEEABLE BANKRUPTCY OF LEHMAN BROTHERS. THIS SETTLEMENT DOES NOT REFLECT ANY ACKNOWLEDGEMENT OR ADMISSION OF ANY LIABILITY OR MISCONDUCT ON MY PART WHATSOEVER AND WAS RESOLVED TO AVOID THE POTENTIAL COST AND UNCERTAINTIES OF THE ARBITRATION FORUM

Disclosure 3 of 3

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: MORGAN STANLEY DW INC

Allegations: CUSTOMERS ALLEGE UNSUITABLE TRADING IN THEIR ACCOUNTS FROM DECEMBER 1999 UNTIL DECEMBER 2000.

Product Type: Other

Other Product Type(s): EQUITIES

Alleged Damages: \$15,000.00

Customer Complaint Information

Date Complaint Received: 07/03/2001

Complaint Pending? No

Status: Denied

Status Date: 07/20/2001

Settlement Amount:

Individual Contribution Amount:

Firm Statement
MORGAN STANLEY DW INC. AND FINANCIAL ADVISOR, JOHN KEANE DENY THE ALLEGATIONS IN THEIR ENTIRETY. THE ACCOUNTS WERE NEVER TRADED IN AN UNSUITABLE MANNER.

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Reporting Source: Individual



Employing firm when activities occurred which led to the complaint: MORGAN STANLEY DW INC.

Allegations: CUSTOMERS ALLEGED UNSUITABLE TRADING IN THEIR ACCOUNTS FROM DECEMBER 1999 UNTIL DECEMBER 2000.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$15,000.00

Customer Complaint Information

Date Complaint Received: 07/03/2001

Complaint Pending? No

Status: Denied

Status Date: 07/20/2001

Settlement Amount:

Individual Contribution Amount:

Broker Statement THE FIRM AND FINANCIAL ADVISOR DENY THE ALLEGATIONS IN THEIR ENTIRETY. THE ACCOUNTS WERE NOT TRADED IN AN UNSUITABLE MANNER.



End of Report

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