



IAPD Report

ROBERT BARON

CRD# 3088730

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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

ROBERT BARON (CRD# 3088730)

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 **04/24/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	07/31/2018
B	CITI PRIVATE ALTERNATIVES, LLC	CRD# 153777	07/31/2018
IA	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	08/07/2018

QUALIFICATIONS

This representative is currently registered in **27** SRO(s) and **53** 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	J.P. MORGAN SECURITIES LLC	79	LOS ANGELES, CA	05/15/2009 - 07/27/2018
B	TCW FUNDS DISTRIBUTORS	16670	NEW YORK, NY	04/25/2007 - 12/22/2008
B	CITIGROUP GLOBAL MARKETS INC.	7059	NEW YORK, NY	12/18/1998 - 04/14/2007

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	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 **53** jurisdiction(s) and 27 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **CITI PRIVATE ALTERNATIVES, LLC**
Main Address: 388 GREENWICH STREET
29TH FLOOR
NEW YORK, NY 10013
Firm ID#: 153777

Regulator	Registration	Status	Date
B FINRA	General Securities Representative	Approved	07/31/2018
B FINRA	General Securities Principal	Approved	02/20/2026
B Alabama	Agent	Approved	08/01/2018
B Alaska	Agent	Approved	09/06/2018
B Arizona	Agent	Approved	08/01/2018
B Arkansas	Agent	Approved	08/01/2018
B California	Agent	Approved	07/31/2018
B Colorado	Agent	Approved	08/01/2018
B Connecticut	Agent	Approved	08/01/2018
B Delaware	Agent	Approved	08/01/2018
B District of Columbia	Agent	Approved	08/01/2018
B Florida	Agent	Approved	08/01/2018
B Georgia	Agent	Approved	08/01/2018



Qualifications

Regulator	Registration	Status	Date
B Hawaii	Agent	Approved	08/01/2018
B Idaho	Agent	Approved	08/01/2018
B Illinois	Agent	Approved	08/01/2018
B Indiana	Agent	Approved	08/30/2018
B Iowa	Agent	Approved	08/01/2018
B Kansas	Agent	Approved	08/01/2018
B Kentucky	Agent	Approved	08/01/2018
B Louisiana	Agent	Approved	08/01/2018
B Maine	Agent	Approved	08/01/2018
B Maryland	Agent	Approved	08/01/2018
B Massachusetts	Agent	Approved	09/12/2018
B Michigan	Agent	Approved	08/01/2018
B Minnesota	Agent	Approved	08/01/2018
B Mississippi	Agent	Approved	08/01/2018
B Missouri	Agent	Approved	08/01/2018
B Montana	Agent	Approved	08/01/2018
B Nebraska	Agent	Approved	08/03/2018
B Nevada	Agent	Approved	11/08/2022
B New Hampshire	Agent	Approved	08/01/2018



Qualifications

Regulator	Registration	Status	Date
B New Jersey	Agent	Approved	08/01/2018
B New Mexico	Agent	Approved	08/01/2018
B New York	Agent	Approved	08/01/2018
B North Carolina	Agent	Approved	04/24/2026
B North Dakota	Agent	Approved	08/01/2018
B Ohio	Agent	Approved	08/01/2018
B Oklahoma	Agent	Approved	08/01/2018
B Oregon	Agent	Approved	09/04/2018
B Pennsylvania	Agent	Approved	09/04/2018
B Puerto Rico	Agent	Approved	08/01/2018
B Rhode Island	Agent	Approved	08/01/2018
B South Carolina	Agent	Approved	08/01/2018
B South Dakota	Agent	Approved	08/01/2018
B Tennessee	Agent	Approved	08/01/2018
B Texas	Agent	Approved	08/01/2018
B Utah	Agent	Approved	08/29/2018
B Vermont	Agent	Approved	08/01/2018
B Virgin Islands	Agent	Approved	08/01/2018
B Virginia	Agent	Approved	09/06/2018



Qualifications

Regulator	Registration	Status	Date
B Washington	Agent	Approved	08/01/2018
B West Virginia	Agent	Approved	09/14/2018
B Wisconsin	Agent	Approved	08/01/2018
B Wyoming	Agent	Approved	08/01/2018

Branch Office Locations

CITI PRIVATE ADVISORY, LLC
 CITI PRIVATE BANK
 407 N. Maple Drive, Suite 150
 Beverly Hills, CA 90210

CITI PRIVATE ADVISORY, LLC
 Granada Hills, CA

Employment 2 of 2

Firm Name: **CITIGROUP GLOBAL MARKETS INC.**
 Main Address: 388 GREENWICH STREET
 NEW YORK, NY 10013
 Firm ID#: 7059

Regulator	Registration	Status	Date
B 24X National Exchange LLC	General Securities Representative	Approved	10/18/2025
B 24X National Exchange LLC	General Securities Principal	Approved	02/20/2026
B BOX Exchange LLC	General Securities Representative	Approved	10/30/2024
B BOX Exchange LLC	General Securities Principal	Approved	02/20/2026
B Cboe BYX Exchange, Inc.	General Securities Representative	Approved	07/31/2018
B Cboe BYX Exchange, Inc.	General Securities Principal	Approved	02/20/2026
B Cboe BZX Exchange, Inc.	General Securities Representative	Approved	07/31/2018
B Cboe BZX Exchange, Inc.	General Securities Principal	Approved	02/20/2026



Qualifications

Regulator	Registration	Status	Date
B Cboe C2 Exchange, Inc.	General Securities Representative	Approved	10/30/2024
B Cboe C2 Exchange, Inc.	General Securities Principal	Approved	02/20/2026
B Cboe EDGA Exchange, Inc.	General Securities Representative	Approved	07/31/2018
B Cboe EDGA Exchange, Inc.	General Securities Principal	Approved	02/20/2026
B Cboe EDGX Exchange, Inc.	General Securities Representative	Approved	07/31/2018
B Cboe EDGX Exchange, Inc.	General Securities Principal	Approved	02/20/2026
B Cboe Exchange, Inc.	General Securities Representative	Approved	07/31/2018
B Cboe Exchange, Inc.	General Securities Principal	Approved	02/20/2026
B FINRA	General Securities Representative	Approved	07/31/2018
B FINRA	General Securities Principal	Approved	02/20/2026
B Investors' Exchange LLC	General Securities Representative	Approved	07/31/2018
B Investors' Exchange LLC	General Securities Principal	Approved	02/20/2026
B Long-Term Stock Exchange, Inc.	General Securities Representative	Approved	10/30/2024
B Long-Term Stock Exchange, Inc.	General Securities Principal	Approved	02/20/2026
B MEMX LLC	General Securities Representative	Approved	10/30/2024
B MEMX LLC	General Securities Principal	Approved	02/20/2026
B MIAX Emerald, LLC	General Securities Representative	Approved	10/30/2024
B MIAX Emerald, LLC	General Securities Principal	Approved	02/20/2026



Qualifications

Regulator	Registration	Status	Date
B MIAX PEARL, LLC	General Securities Representative	Approved	10/30/2024
B MIAX PEARL, LLC	General Securities Principal	Approved	02/20/2026
B MIAX Sapphire	General Securities Representative	Approved	10/30/2024
B MIAX Sapphire	General Securities Principal	Approved	02/20/2026
B Miami International Securities Exchange, LLC	General Securities Representative	Approved	10/30/2024
B Miami International Securities Exchange, LLC	General Securities Principal	Approved	02/20/2026
B NYSE American LLC	General Securities Representative	Approved	07/31/2018
B NYSE American LLC	General Securities Principal	Approved	02/20/2026
B NYSE Arca, Inc.	General Securities Representative	Approved	07/31/2018
B NYSE Arca, Inc.	General Securities Principal	Approved	02/20/2026
B NYSE National, Inc.	General Securities Representative	Approved	07/31/2018
B NYSE National, Inc.	General Securities Principal	Approved	02/20/2026
B NYSE Texas, Inc.	General Securities Representative	Approved	07/31/2018
B NYSE Texas, Inc.	General Securities Principal	Approved	02/20/2026
B Nasdaq GEMX, LLC	General Securities Representative	Approved	10/30/2024
B Nasdaq GEMX, LLC	General Securities Principal	Approved	02/20/2026
B Nasdaq ISE, LLC	General Securities Representative	Approved	07/31/2018
B Nasdaq ISE, LLC	General Securities Principal	Approved	02/20/2026



Qualifications

Regulator	Registration	Status	Date
B Nasdaq MRX, LLC	General Securities Representative	Approved	10/30/2024
B Nasdaq MRX, LLC	General Securities Principal	Approved	02/20/2026
B Nasdaq PHLX LLC	General Securities Representative	Approved	07/31/2018
B Nasdaq PHLX LLC	General Securities Principal	Approved	02/20/2026
B Nasdaq Stock Market	General Securities Representative	Approved	07/31/2018
B Nasdaq Stock Market	General Securities Principal	Approved	02/20/2026
B Nasdaq Texas, LLC	General Securities Representative	Approved	07/31/2018
B Nasdaq Texas, LLC	General Securities Principal	Approved	02/20/2026
B New York Stock Exchange	General Securities Representative	Approved	07/31/2018
B New York Stock Exchange	General Securities Principal	Approved	02/20/2026
B Alabama	Agent	Approved	08/01/2018
B Alaska	Agent	Approved	08/01/2018
B Arizona	Agent	Approved	08/01/2018
B Arkansas	Agent	Approved	08/01/2018
B California	Agent	Approved	07/31/2018
IA California	Investment Adviser Representative	Approved	08/07/2018
B Colorado	Agent	Approved	08/01/2018
B Connecticut	Agent	Approved	08/01/2018
B Delaware	Agent	Approved	08/01/2018



Qualifications

Regulator	Registration	Status	Date
B District of Columbia	Agent	Approved	08/01/2018
B Florida	Agent	Approved	08/01/2018
B Georgia	Agent	Approved	08/01/2018
B Hawaii	Agent	Approved	08/01/2018
B Idaho	Agent	Approved	08/01/2018
B Illinois	Agent	Approved	08/01/2018
B Indiana	Agent	Approved	08/01/2018
B Iowa	Agent	Approved	08/01/2018
B Kansas	Agent	Approved	08/01/2018
B Kentucky	Agent	Approved	08/01/2018
B Louisiana	Agent	Approved	08/01/2018
B Maine	Agent	Approved	08/01/2018
B Maryland	Agent	Approved	08/01/2018
B Massachusetts	Agent	Approved	08/01/2018
B Michigan	Agent	Approved	08/01/2018
B Minnesota	Agent	Approved	08/01/2018
B Mississippi	Agent	Approved	08/01/2018
B Missouri	Agent	Approved	08/01/2018
B Montana	Agent	Approved	08/01/2018



Qualifications

Regulator	Registration	Status	Date
B Nebraska	Agent	Approved	08/01/2018
B Nevada	Agent	Approved	08/01/2018
B New Hampshire	Agent	Approved	08/01/2018
B New Jersey	Agent	Approved	08/01/2018
B New Mexico	Agent	Approved	08/01/2018
B New York	Agent	Approved	08/01/2018
B North Carolina	Agent	Approved	08/02/2018
B North Dakota	Agent	Approved	08/01/2018
B Ohio	Agent	Approved	08/01/2018
B Oklahoma	Agent	Approved	08/01/2018
B Oregon	Agent	Approved	08/01/2018
B Pennsylvania	Agent	Approved	08/01/2018
B Puerto Rico	Agent	Approved	08/01/2018
B Rhode Island	Agent	Approved	08/01/2018
B South Carolina	Agent	Approved	08/01/2018
B South Dakota	Agent	Approved	08/01/2018
B Tennessee	Agent	Approved	08/01/2018
B Texas	Agent	Approved	08/01/2018
B Utah	Agent	Approved	08/01/2018



Qualifications

Regulator	Registration	Status	Date
B Vermont	Agent	Approved	08/01/2018
B Virgin Islands	Agent	Approved	08/01/2018
B Virginia	Agent	Approved	08/01/2018
B Washington	Agent	Approved	08/01/2018
B West Virginia	Agent	Approved	08/01/2018
B Wisconsin	Agent	Approved	08/01/2018
B Wyoming	Agent	Approved	08/01/2018

Branch Office Locations

CITIGROUP GLOBAL MARKETS INC.
Granada Hills, CA

CITIGROUP GLOBAL MARKETS INC.
CITI PRIVATE BANK
407 N. Maple Drive, Suite 150
BEVERLY HILLS, CA 90210




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 1 principal/supervisory exam, 3 general industry/product exams, and 1 state securities law exam.


Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	02/20/2026

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Futures Managed Funds Examination (S31)	Series 31	09/21/2018
 General Securities Representative Examination (S7)	Series 7	07/16/1998

State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	08/21/1998

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported 1 professional designation(s).

Chartered Financial Analyst

This representative holds or did hold 1 professional designation(s) that may have been used to qualify as an Investment Advisor representative. Please check with the appropriate designation authority for verification that the designation is still in effect. The contact information for these professional designation authorities can be found on the website for the North American Securities Administrators Association at <http://www.nasaa.org>



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	05/15/2009 - 07/27/2018	J.P. MORGAN SECURITIES LLC	CRD# 79	LOS ANGELES, CA
B	04/25/2007 - 12/22/2008	TCW FUNDS DISTRIBUTORS	CRD# 16670	NEW YORK, NY
B	12/18/1998 - 04/14/2007	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	NEW YORK, NY
B	07/23/1998 - 12/18/1998	CITICORP SECURITIES, INC.	CRD# 7474	NEW YORK, 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
07/2018 - Present	CITIGROUP	MANAGING DIRECTOR	Y	BEVERLY HILLS, CA, United States
11/2016 - 07/2018	J.P. MORGAN CHASE BANK, NA	MD	Y	Los Angeles, CA, United States
04/2009 - 07/2018	J.P. MORGAN SECURITIES INC.	VP	Y	LOS ANGELES, CA, 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	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 1

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	J.P. MORGAN SECURITIES LLC
Allegations:	WITH RESPECT TO AN AUTOMATIC LIQUIDATION AND DISSOLUTION OF A MUTUAL FUND, CLIENT ALLEGES SALE OF SHARES WITHOUT HIS CONSENT.
Product Type:	Mutual Fund
Alleged Damages:	\$38,486.00
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:	12/27/2013
Complaint Pending?	No
Status:	Denied
Status Date:	02/12/2014
Settlement Amount:	

Individual Contribution Amount:



End of Report

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