



IAPD Report

ALEXANDRA JOY MORAN

CRD# 5023870

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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

ALEXANDRA JOY MORAN (CRD# 5023870)

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 **02/05/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	10/10/2008
IA	AMERIPRISE FINANCIAL SERVICES, LLC	CRD# 6363	10/10/2008

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **34** 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	SECURITIES AMERICA, INC.	10205	CHICAGO, IL	10/28/2008 - 09/08/2011
B	FIFTH THIRD SECURITIES, INC.	628	CHICAGO, IL	03/22/2007 - 10/17/2008
IA	FIFTH THIRD SECURITIES, INC.	628	CHICAGO, IL	03/22/2007 - 10/17/2008

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

Employment 1 of 1

Firm Name: **AMERIPRISE FINANCIAL SERVICES, LLC**
Main Address: 901 3RD AVENUE SOUTH
MINNEAPOLIS, MN 55402
Firm ID#: 6363

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	10/10/2008
B	FINRA	General Securities Sales Supervisor	Approved	10/03/2012
B	Alabama	Agent	Approved	05/20/2021
B	Arizona	Agent	Approved	12/23/2014
B	Arkansas	Agent	Approved	08/23/2024
B	California	Agent	Approved	02/01/2021
B	Colorado	Agent	Approved	02/02/2021
B	Florida	Agent	Approved	10/10/2008
B	Georgia	Agent	Approved	09/01/2010
B	Hawaii	Agent	Approved	03/08/2024
B	Illinois	Agent	Approved	10/10/2008
IA	Illinois	Investment Adviser Representative	Approved	10/10/2008
B	Indiana	Agent	Approved	10/10/2008



Qualifications

Regulator	Registration	Status	Date	
IA	Indiana	Investment Adviser Representative	Approved	01/03/2011
B	Kansas	Agent	Approved	01/08/2024
B	Kentucky	Agent	Approved	01/08/2024
B	Louisiana	Agent	Approved	01/10/2024
B	Maryland	Agent	Approved	01/10/2024
B	Massachusetts	Agent	Approved	01/08/2024
B	Michigan	Agent	Approved	10/10/2008
B	Minnesota	Agent	Approved	03/06/2020
B	Missouri	Agent	Approved	04/19/2021
B	Montana	Agent	Approved	10/09/2025
B	Nevada	Agent	Approved	05/13/2024
B	New Jersey	Agent	Approved	07/23/2021
B	New York	Agent	Approved	04/27/2011
B	North Carolina	Agent	Approved	03/20/2023
B	Ohio	Agent	Approved	01/29/2021
B	Oregon	Agent	Approved	10/09/2025
B	Pennsylvania	Agent	Approved	03/11/2016
B	Rhode Island	Agent	Approved	10/09/2025
B	South Carolina	Agent	Approved	01/11/2024



Qualifications

Regulator	Registration	Status	Date
B Tennessee	Agent	Approved	01/10/2024
B Texas	Agent	Approved	02/25/2015
IA Texas	Investment Adviser Representative	Restricted Approval	02/25/2015
B Utah	Agent	Approved	01/09/2024
B Virginia	Agent	Approved	02/04/2021
B Washington	Agent	Approved	09/13/2011
B Wisconsin	Agent	Approved	04/13/2015

Branch Office Locations

AMERIPRISE FINANCIAL SERVICES, LLC
15255 S 94TH AVENUE
STE 405
ORLAND PARK, IL 60462

AMERIPRISE FINANCIAL SERVICES, LLC
Westville, IN





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



Principal/Supervisory Exams

Exam	Category	Date
 General Securities Sales Supervisor - General Module Examination (S10)	Series 10	10/02/2012
 General Securities Sales Supervisor - Options Module Examination (S9)	Series 9	09/20/2012

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Futures Managed Funds Examination (S31)	Series 31	02/10/2006
 General Securities Representative Examination (S7)	Series 7	11/02/2005

State Securities Law Exams

Exam	Category	Date
  Uniform Combined State Law Examination (S66)	Series 66	12/08/2005

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	10/28/2008 - 09/08/2011	SECURITIES AMERICA, INC.	CRD# 10205	CHICAGO, IL
B	03/22/2007 - 10/17/2008	FIFTH THIRD SECURITIES, INC.	CRD# 628	CHICAGO, IL
IA	03/22/2007 - 10/17/2008	FIFTH THIRD SECURITIES, INC.	CRD# 628	CHICAGO, IL
IA	12/09/2005 - 02/12/2007	MERRILL LYNCH PIERCE FENNER & SMITH INC.	CRD# 7691	CHICAGO, IL
B	11/03/2005 - 02/12/2007	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	CHICAGO, IL

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
03/2020 - Present	Ameriprise Financial Services, LLC	Registered Rep	Y	Orland Park, IL, United States
09/2008 - 03/2020	Ameriprise Financial Services, Inc.	Registered Rep	Y	Chicago, IL, 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.

Real Estate Ownership; in-law apartment at my primary residence; 935 N 550 E, Westville IN 46391, ; Not Investment-Related; 05/01/2015. Business Ownership; AJM Equine/Boulder Ridge Equine; ; board horses, teach horseback riding lessons, consult on equestrian facilities and projects, coach of Purdue Calumet Hunt Seat Team, Equine Facilitated/Assisted Learning, Boulder Ridge Equine; 936 N 550 E, Westville IN 46391, ; Not Investment-Related; 03/02/2012; 1 to 9 hours per month; 0 during trading hours / Plantennas; start up management; agricultural technology; 2127 Dickinson Road, #201, , Chesterton, IN, 46304; Not Investment-Related; 05/01/2021; 1 to 9 hours per month; 0 during trading hours. Outside Employment; Purdue University Northwest; Clincial Professor -; teaching, various department responsibilities including work on different business school centers; 2200 169th StreetHammond, IN 46323, ; Not Investment-Related; 01/01/2009; 1 to 9 hours per month; 0 during trading hours / AJM Equine Services/Boulder Ridge Equine; owner - equestrian instruction, corporate consulting; board horses, horseback riding instruction and equine consulting, coach of Purdue Calumet Equestrian Team, Equine Facilitated Learning for Boulder Ridge, corporate team building and leadership development; 935 N 550 E, , Westville, IN, 46391; Not Investment-Related; 10/01/2011; 1 to 9 hours per month; 0 during trading hours. Other Business Activities; Workhorse; non fiction book I wrote will be published; 935 N 550 EWestville, IN 46391, ; Not Investment-Related; 11/01/2018; 0 hours per month; 0 during trading hours.



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:	Firm
Employing firm when activities occurred which led to the complaint:	FIFTH THIRD SECURITIES, INC.
Allegations:	CUSTOMER ALLEGES REPRESENTATIVE FORGED A VARIABLE ANNUITY APPLICATION AND MISAPPROPRIATED FUNDS IN JULY 2008.
Product Type:	Annuity-Variable
Alleged Damages:	\$17,000.00
Is this an oral complaint?	No
Is this a written complaint?	No
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	CIRCUIT COURT OF COOK COUNTY ILLINOIS
Docket/Case #:	20091206555
Filing date of arbitration/CFTC reparation or civil litigation:	12/17/2009

Customer Complaint Information

Date Complaint Received:	12/28/2009
Complaint Pending?	No



Status: Settled
Status Date: 01/28/2010
Settlement Amount: \$9,000.00
Individual Contribution Amount: \$0.00

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Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: FIFTH THIRD SECURITIES INC
Allegations: CUSTOMER ALLEGES REPRESENTATIVE FORGED A VARIABLE ANNUITY APPLICATION AND MISAPPROPRIATED FUNDS IN JULY 2008.
Product Type: Annuity-Variable
Alleged Damages: \$17,000.00
Is this an oral complaint? No
Is this a written complaint? No
Is this an arbitration/CFTC reparation or civil litigation? Yes
Arbitration/Reparation forum or court name and location: CIRCUIT COURT OF COOK COUNTY ILLINOIS
Docket/Case #: 20091206555
Filing date of arbitration/CFTC reparation or civil litigation: 12/17/2009

Customer Complaint Information

Date Complaint Received: 12/28/2009
Complaint Pending? No
Status: Settled
Status Date: 01/28/2010
Settlement Amount: \$9,000.00
Individual Contribution Amount: \$0.00
Broker Statement THE REPRESENTATIVE DENIES ALL ALLEGATIONS OF THE CUSTOMER; THE REPRESENTATIVE DID NOT CONTRIBUTE ANYTHING TO THE SETTLEMENT; AND THE REPRESENTATIVE BELIEVES THAT THE FIRM SETTLED TO AVOID PAYING LEGAL FEES.

Disclosure 2 of 3

Reporting Source: Firm
Employing firm when activities occurred which led to the complaint: FIFTH THIRD SECURITIES, INC.



Allegations: FRIEND OF CUSTOMER ALLEGES REPRESENTATIVE MISREPRESENTED AN EQUITY LISTED PREFERRED STOCK AND STRUCTURED PRODUCT THAT LED TO A PURCHASE IN MAY 2008

Product Type: Equity Listed (Common & Preferred Stock)

Other Product Type(s): STRUCTURED PRODUCT

Alleged Damages: \$8,100.00

Customer Complaint Information

Date Complaint Received: 02/09/2009

Complaint Pending? No

Status: Denied

Status Date: 04/07/2009

Settlement Amount: \$0.00

Individual Contribution Amount:

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: FIFTH THIRD SECURITIES INC

Allegations: FRIEND OF CUSTOMER ALLEGES REPRESENTATIVE MISREPRESENTED AN EQUITY LISTED PREFERRED STOCK THAT LED TO A PURCHASE IN MAY 2008.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$8,100.00

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: 02/09/2009

Complaint Pending? No

Status: Denied

Status Date: 04/07/2009

Settlement Amount:

Individual Contribution Amount:

Broker Statement THE REPRESENTATIVE DENIES ALL ALLEGATIONS OF THE CUSTOMER; THE REPRESENTATIVE DID NOT CONTRIBUTE ANYTHING TO THE SETTLEMENT; AND THE REPRESENTATIVE BELIEVES THAT THE FIRM SETTLED TO AVOID PAYING LEGAL FEES.



Disclosure 3 of 3

Reporting Source: Firm

Employing firm when activities occurred which led to the complaint: FIFTH THIRD SECURITIES, INC.

Allegations: CUSTOMER ALLEGES REPRESENTATIVE MISREPRESENTED EQUITY LISTED SECURITY THAT LED TO PURCHASE IN DECEMBER 2007

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$201,133.74

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: 07/11/2008

Complaint Pending? No

Status: Settled

Status Date: 09/22/2009

Settlement Amount: \$30,000.00

Individual Contribution Amount: \$0.00

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Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: FIFTH THIRD SECURITIES INC

Allegations: CUSTOMER ALLEGES REPRESENTATIVE MISREPRESENTED EQUITY LISTED SECURITY THAT LED TO PURCHASE IN DECEMBER 2007.

Product Type: Equity Listed (Common & Preferred Stock)

Alleged Damages: \$201,133.74

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: 07/11/2008

Complaint Pending? No

Status: Settled

Status Date: 09/22/2009

Settlement Amount: \$30,000.00



Individual Contribution Amount:

\$0.00

Broker Statement

THE REPRESENTATIVE DENIES ALL ALLEGATIONS OF THE CUSTOMER; THE REPRESENTATIVE DID NOT CONTRIBUTE ANYTHING TO THE SETTLEMENT; AND THE REPRESENTATIVE BELIEVES THAT THE FIRM SETTLED TO AVOID PAYING LEGAL FEES TO DEFEND SINCE THE CUSTOMER IS A LAWYER.



End of Report

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