



IAPD Report

Daniette Williams-Cerda

CRD# 5500889

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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

Daniette Williams-Cerda (CRD# 5500889)

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 **10/08/2024**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	EDWARD JONES	CRD# 250	10/26/2021
IA	EDWARD JONES	CRD# 250	04/26/2022

QUALIFICATIONS

This representative is currently registered in **4** SRO(s) and **29** 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	AURORA, IL	10/01/2018 - 11/22/2021
B	CITIGROUP GLOBAL MARKETS INC.	7059	NORTH AURORA, IL	05/10/2014 - 12/31/2014
B	J.P. MORGAN SECURITIES LLC	79	WARRENVILLE, IL	10/01/2012 - 08/26/2013

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
Criminal	1
Financial	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 **29** jurisdiction(s) and 4 SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **EDWARD JONES**
Main Address: 12555 MANCHESTER RD
ST. LOUIS, MO 63131
Firm ID#: 250

	Regulator	Registration	Status	Date
B	FINRA	Invest. Co and Variable Contracts	Approved	10/26/2021
B	FINRA	General Securities Representative	Approved	03/09/2022
B	NYSE American LLC	General Securities Representative	Approved	03/08/2022
B	Nasdaq Stock Market	General Securities Representative	Approved	03/08/2022
B	New York Stock Exchange	General Securities Representative	Approved	03/08/2022
B	Alabama	Agent	Approved	08/30/2024
B	Arizona	Agent	Approved	06/27/2022
B	California	Agent	Approved	06/16/2022
B	Colorado	Agent	Approved	06/17/2022
B	Connecticut	Agent	Approved	06/16/2022
B	Florida	Agent	Approved	06/17/2022
B	Hawaii	Agent	Approved	11/18/2022
B	Illinois	Agent	Approved	10/28/2021



Qualifications

Regulator	Registration	Status	Date
IA Illinois	Investment Adviser Representative	Approved	04/26/2022
B Indiana	Agent	Approved	07/18/2022
B Iowa	Agent	Approved	09/19/2024
B Kentucky	Agent	Approved	01/08/2024
B Louisiana	Agent	Approved	10/10/2024
B Michigan	Agent	Approved	06/21/2022
B Minnesota	Agent	Approved	06/23/2022
B Mississippi	Agent	Approved	10/08/2024
B Missouri	Agent	Approved	02/01/2024
B Nebraska	Agent	Approved	01/05/2024
B Nevada	Agent	Approved	01/11/2024
B New Mexico	Agent	Approved	09/18/2024
B New York	Agent	Approved	06/16/2022
B North Carolina	Agent	Approved	06/23/2022
B Ohio	Agent	Approved	02/12/2024
B Pennsylvania	Agent	Approved	01/08/2024
B South Carolina	Agent	Approved	06/16/2022
B Tennessee	Agent	Approved	06/17/2022
B Texas	Agent	Approved	06/16/2022



Qualifications

Regulator	Registration	Status	Date
IA Texas	Investment Adviser Representative	Restricted Approval	06/20/2022
B Virginia	Agent	Approved	07/22/2024
B Washington	Agent	Approved	01/05/2024
B Wisconsin	Agent	Approved	12/20/2022

Branch Office Locations

EDWARD JONES

803 N BRIDGE ST SUITE A
YORKVILLE, IL 60560-2155



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 2 state securities law exams.

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.




General Industry/Product Exams

Exam	Category	Date
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 General Securities Representative Examination (S7TO)	Series 7TO	03/08/2022
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	10/01/2018
 Securities Industry Essentials Examination (SIE)	SIE	12/31/2014

State Securities Law Exams

Exam	Category	Date
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  Uniform Combined State Law Examination (S66)	Series 66	04/14/2022
 Uniform Securities Agent State Law Examination (S63)	Series 63	10/11/2018

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	10/01/2018 - 11/22/2021	J.P. MORGAN SECURITIES LLC	CRD# 79	AURORA, IL
B	05/10/2014 - 12/31/2014	CITIGROUP GLOBAL MARKETS INC.	CRD# 7059	NORTH AURORA, IL
B	10/01/2012 - 08/26/2013	J.P. MORGAN SECURITIES LLC	CRD# 79	WARRENVILLE, IL
B	04/30/2008 - 10/01/2012	CHASE INVESTMENT SERVICES CORP.	CRD# 25574	WARRENVILLE, 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
10/2021 - Present	EDWARD JONES	FINANCIAL ADVISOR	Y	ST. LOUIS, MO, United States
02/2021 - Present	Zyia Active	Representatve	N	Draper, UT, United States
08/2018 - 10/2021	J.P. MORGAN SECURITIES LLC	Licensed Banker	Y	Naperville, IL, United States
08/2018 - 10/2021	JP Morgan Chase Bank, N.A	Private Client Banker	Y	Naperville, IL, United States
10/2017 - 08/2018	AquaPure /Robert Half	Customer Service Rep	N	Romeoville, IL, United States
09/2017 - 10/2017	Unemployed	Unemployed	N	Plainfield, IL, United States
02/2017 - 08/2017	Unemployed	Unemployed	N	Romeoville, IL, United States
03/2014 - 02/2017	CITIGROUP	PERSONAL BANKER	N	NAPERVILLE, 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.

Zyia Active

Type of business: online active wear sales

Draper, UT



Registration & Employment History



OTHER BUSINESS ACTIVITIES

Start date: 2/1/2021

sales

Hours per week: 0

Hours during trading: 0

Just signed up as a rep for discount



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
Criminal	1
Financial	1

Criminal

This disclosure event involves a criminal charge against the Investment Adviser Representative that has resulted in a dismissal, plea, acquittal or conviction. The criminal matter may relate to any felony or certain misdemeanor offenses (e.g., bribery, perjury, forgery, counterfeiting, extortion, fraud, wrongful taking of property).

Disclosure 1 of 1

Reporting Source:	Individual
Formal Charges were brought in:	State Court
Name of Court:	Circuit Court of Cook County
Location of Court:	Bridgeview IL
Docket/Case #:	97500143701
Charge Date:	02/13/1997
Charge(s) 1 of 1	
Formal Charge(s)/Description:	Theft
No of Counts:	1
Felony or Misdemeanor:	Misdemeanor
Plea for each charge:	Not Guilty
Disposition of charge:	Stricken off
Current Status:	Final
Status Date:	10/10/1997
Disposition Date:	10/10/1997
Sentence/Penalty:	Stricken off
Broker Statement	These charge were false charge by an ex-boyfriend and where thrown out of court and stricken off



Financial

This disclosure event involves a final bankruptcy, compromise with one or more creditors, or Securities Investor Protection Corporation liquidation that occurred within the last 10 years and that involved the Investment Adviser Representative or an organization/investment adviser that the Investment Adviser Representative controlled that occurred within the last 10 years.

Disclosure 1 of 1

Reporting Source:	Individual
Action Type:	Bankruptcy
Bankruptcy:	Chapter 7
Action Date:	06/30/2018
Organization Investment-Related?	
Type of Court:	Federal Court
Name of Court:	UNITED STATES BANKRUPTCY COURT OF THE NORTHERN DISTRICT OF ILLINOS
Location of Court:	YORKVILLE, IL
Docket/Case #:	18-18713
Action Pending?	No
Disposition:	Discharged
Disposition Date:	10/02/2018



End of Report

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