



IAPD Report

Alanna Maria Jacobson

CRD# 7008755

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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

Alanna Maria Jacobson (CRD# 7008755)

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 **01/28/2025**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	ROBERT W. BAIRD & CO. INCORPORATED	CRD# 8158	10/09/2023
IA	ROBERT W. BAIRD & CO. INCORPORATED	CRD# 8158	10/09/2023

QUALIFICATIONS

This representative is currently registered in **4** SRO(s) and **25** 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	RAYMOND JAMES & ASSOCIATES, INC.	705	NASHVILLE, TN	03/03/2022 - 06/21/2023
IA	RAYMOND JAMES & ASSOCIATES, INC.	705	NASHVILLE, TN	03/03/2022 - 06/21/2023
IA	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	7691	NASHVILLE, TN	12/03/2018 - 01/31/2022

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
Financial	5



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

Employment 1 of 1

Firm Name: **ROBERT W. BAIRD & CO. INCORPORATED**

Main Address: 777 E. WISCONSIN AVENUE
MILWAUKEE, WI 53202-5391

Firm ID#: 8158

	Regulator	Registration	Status	Date
	FINRA	General Securities Representative	Approved	10/09/2023
	NYSE American LLC	General Securities Representative	Approved	10/09/2023
	Nasdaq Stock Market	General Securities Representative	Approved	10/09/2023
	New York Stock Exchange	General Securities Representative	Approved	10/09/2023
	Arizona	Agent	Approved	01/30/2024
	California	Agent	Approved	01/17/2024
	Colorado	Agent	Approved	01/18/2024
	Connecticut	Agent	Approved	01/17/2024
	Delaware	Agent	Approved	01/18/2024
	Florida	Agent	Approved	01/18/2024
	Georgia	Agent	Approved	01/19/2024
	Illinois	Agent	Approved	01/25/2024
	Louisiana	Agent	Approved	01/22/2024



Qualifications

	Regulator	Registration	Status	Date
B	Maryland	Agent	Approved	01/24/2024
B	Massachusetts	Agent	Approved	06/28/2024
B	Michigan	Agent	Approved	01/19/2024
B	Mississippi	Agent	Approved	01/18/2024
B	New Jersey	Agent	Approved	01/18/2024
B	New Mexico	Agent	Approved	01/18/2024
B	New York	Agent	Approved	01/17/2024
B	North Carolina	Agent	Approved	01/18/2024
B	Ohio	Agent	Approved	01/17/2024
B	Pennsylvania	Agent	Approved	01/18/2024
B	South Carolina	Agent	Approved	01/18/2024
B	Tennessee	Agent	Approved	10/09/2023
IA	Tennessee	Investment Adviser Representative	Approved	10/09/2023
B	Texas	Agent	Approved	01/18/2024
B	Virginia	Agent	Approved	01/18/2024
B	West Virginia	Agent	Approved	01/29/2024
B	Wisconsin	Agent	Approved	01/18/2024

Branch Office Locations

ROBERT W. BAIRD & CO. INCORPORATED

1600 West End Ave, Suite 1100



Qualifications

NASHVILLE, TN 37203

ROBERT W. BAIRD & CO. INCORPORATED
Nashville, TN



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

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
B General Securities Representative Examination (S7TO)	Series 7TO	10/24/2018
B Securities Industry Essentials Examination (SIE)	SIE	10/19/2018

State Securities Law Exams

Exam	Category	Date
IA B Uniform Combined State Law Examination (S66)	Series 66	12/01/2018



PROFESSIONAL DESIGNATIONS

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

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



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	03/03/2022 - 06/21/2023	RAYMOND JAMES & ASSOCIATES, INC.	CRD# 705	NASHVILLE, TN
IA	03/03/2022 - 06/21/2023	RAYMOND JAMES & ASSOCIATES, INC.	CRD# 705	NASHVILLE, TN
IA	12/03/2018 - 01/31/2022	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	NASHVILLE, TN
B	10/24/2018 - 01/31/2022	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	CRD# 7691	NASHVILLE, TN

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
10/2023 - Present	Robert W. Baird & Co. Incorporated	Senior Client Specialist	Y	Nashville, TN, United States
08/2022 - Present	Studio 1:16	dance teacher	N	Gallatin, TN, United States
08/2022 - 06/2023	Fellowship School of Creative Arts	Associate Employee	N	Brentwood, TN, United States
09/2021 - 12/2022	Roots Academy	dance teacher	N	Brentwood, TN, United States
01/2022 - 06/2022	Raymond James & Associates, INC	Registered Associate	Y	NASHVILLE, TN, United States
05/2020 - 01/2022	Merrill Lynch	Registered Wealth Management Client Associate	Y	NASHVILLE, TN, United States
08/2018 - 04/2020	MERRILL LYNCH, PIERCE, FENNER & SMITH INCORPORATED	Financial Advisor Trainee - FADP	Y	NASHVILLE, TN, United States
05/2018 - 08/2018	Elevation Church	Intern	N	Matthews, NC, United States
08/2017 - 05/2018	Founders Specialty	Digital Marketing Specialist	N	Tampa, FL, United States
05/2017 - 08/2017	Adecco	Associate Employee	N	TAMPA, FL, United States
05/2017 - 08/2017	Pontoon Solutions	Intern	N	Keele, United Kingdom
08/2015 - 08/2017	University of Florida	Student	N	Gainesville, FL, United States



Registration & Employment History



EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
08/2015 - 08/2017	University of Florida	Student	N	Gainesville, FL, 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.

(1)Name of Business: Fellowship School of Creative Arts Address: 1210 FRANKLIN ROAD, Brentwood, TN, 37027, United States Activity Type: Part-Time Activity/Employment Position/Title: Associate/Employee Investment Related: No Start Date: 08/15/2022 Hours per month devoted to this business: 11-20 Hours per month devoted to this business during trading hours: 0-1 Description of duties: dance teacher

(2)Name of Business: Roots Academy Address: 320 Southgate Ct, Brentwood, TN, 37027, United States Activity Type: Professor/Teacher Position/Title: Investment Related: No Start Date: 09/10/2021 Hours per month devoted to this business: 2-10 Hours per month devoted to this business during trading hours: 0-1 Description of duties:

(3)Name of Business: Studio 1:16 Address: 1186 Long Hollow Pike, Gallatin, TN, 37066, United States Activity Type: Part-Time Activity/Employment Position/Title: Associate/Employee Investment Related: No Start Date: 08/03/2022 Hours per month devoted to this business: 2-10 Hours per month devoted to this business during trading hours: 0-1 Description of duties: dance teacher

Name/Address: Carmen's Flower / 4519 W North B Street, Tampa, FL 33609

Start Date: 08/22

Hours Spent: 0-10 hours/month

Hours Spent During Trading: 0-1 hours/month

Role/Responsibility: Employee

Non Investment Related



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
Financial	5

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 5

Reporting Source: Individual

Action Type: Compromise

Action Date: 05/16/2023

Organization Investment-Related?

Action Pending? Yes

If a compromise with creditor, provide:

Name of Creditor: Tally

Original Amount Owed: \$5,005.47

Terms Reached with Creditor: 3,754.11 - Over the next 48 months I am working with National Debit Relief to consolidate my debt.

Disclosure 2 of 5

Reporting Source: Individual

Action Type: Compromise

Action Date: 05/16/2023

Organization Investment-Related?

Action Pending? Yes

If a compromise with creditor, provide:



Name of Creditor: First Horizon Bank

Original Amount Owed: \$4,727.00

Terms Reached with Creditor: 3,545.25 - Over the next 48 months I am working with National Debit Relief to consolidate my debt.

Disclosure 3 of 5

Reporting Source: Individual

Action Type: Compromise

Action Date: 05/16/2023

Organization Investment-Related?

Action Pending? Yes

If a compromise with creditor, provide:

Name of Creditor: Bank of America

Original Amount Owed: \$7,604.00

Terms Reached with Creditor: 5703.00 - Over the next 48 months I am working with National Debit Relief to consolidate my debt.

Disclosure 4 of 5

Reporting Source: Individual

Action Type: Compromise

Action Date: 05/16/2023

Organization Investment-Related?

Action Pending? Yes

If a compromise with creditor, provide:

Name of Creditor: USAA Savings Bank

Original Amount Owed: \$2,947.00

Terms Reached with Creditor: 2210.25 - Over the next 48 months I am working with National Debit Relief to consolidate my debt.

Disclosure 5 of 5

Reporting Source: Individual

Action Type: Compromise

Action Date: 05/16/2023

Organization Investment-Related?



Action Pending? Yes

**If a compromise with creditor,
provide:**

Name of Creditor: Bank of America

Original Amount Owed: \$5,860.00

Terms Reached with Creditor: 4,395.00 - Over the next 48 months I am working with National Debit Relief to consolidate my debt.



End of Report

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