Paul J. Brahim

BPU Investment Management, Inc., One Oxford Centre, 301 Grant Street, Suite 3300 ● Pittsburgh, PA 15219
Phone: 412-288-9150 ● pbrahim@bpuinvestments.com

Chief Executive Officer, Financial Services Industry

- Nationally recognized financial services professional with over 25 years of experience advising high net worth individuals; retirement plans across diverse industries; institutions; and eleemosynaries.
- One of 50 CEFEX analysts nationwide. CEFEX (Center for Fiduciary Excellence) is an independent global assessment and certification organization that works closely with investment fiduciaries and industry experts to provide comprehensive assessment programs to improve risk management for institutional and retail investors.
- Respected leader of financial services teams, boards of directors and advisory committees. Conceptualize and orchestrate financial planning services that effectively reinforce and build upon fiduciary standards.
- Expert in the technical, conceptual and development of global model portfolios.

Skills

- Comprehensive Financial Planning
- Expert Witness, Financial Services Related Cases
- Creative and Innovative Team Leadership
- Investment Fiduciary Analysis
- Speaker and Media Consultant
- Development of Investment Tools and Services
- Chief Compliance Officer
- Personal Financial Education Program Development

Professional Experience

BPU INVESTMENT MANAGEMENT, INC. (BPU), Pittsburgh, PA – *Financial services boutique with approximately $1 billion of assets under advisement*

Chair and CEO, 2013 to Present

Leads the firm and serves as the Chairman of BPU's Board of Directors.

Selected Accomplishments:

- Joined BPU in 1997 as Managing Director of Wealth Management. In that capacity, led the firm's efforts to provide comprehensive financial planning and asset management services to individual clients.
- Introduced and developed BPU's Personal Financial Education (PFE) program and was instrumental in creating the firm's retirement plan offering.
- Promoted to Executive Vice President in 2006, Chief Compliance Officer in 2011 and current position in 2013.
- One of 50 CEFEX analysts nationwide. CEFEX (Center for Fiduciary Excellence) is an independent global assessment and certification organization that works closely with investment fiduciaries and industry experts to provide comprehensive assessment programs to improve risk management for institutional and retail investors.
- Frequently serves as an expert witness in financial services related cases, providing research and testimony for legal counsel and their clients in both FINRA arbitration and court cases.

ALLEGHENY INVESTMENTS, LTD., Pittsburgh, PA – *Financial Services Firm*

Registered Representative, 1990 – 1997

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Education and Professional Designations

Washington and Jefferson College, Washington, PA, Bachelor of Science, 1981

- Major: English and Chemistry

College for Financial Planning, Denver, CO, CFP Professional Education Program, 1984

- CERTIFIED FINANCIAL PLANNER™ designation

University of Pittsburgh, Pittsburgh, PA, Center for Fiduciary Studies Advisors Program, 2000

- Accredited Investment Fiduciary™ designation

College for Financial Planning, Denver, CO, 2001

- Accredited Asset Management Specialist™

University of Pittsburgh, Pittsburgh, PA 2003, Center for Fiduciary Studies Accredited

- Accredited Investment Fiduciary Analyst™

College for Financial Planning Denver, CO, 2005

- Chartered Mutual Fund Counselor™

College for Financial Planning, Denver, CO, 2010

- Accredited Wealth Management Advisor℠

Licenses

- FINRA Series 24, 53, 6, 7, 63, 65

Professional and Community Affiliations

- Member, Financial Planning Association
- President 2017 Financial Planning Association of Pittsburgh
- Member, Board of Directors, Treasurer, Heritage Community Initiatives

Expert Witness Selected Cases

- Court of Common Pleas of Westmoreland County, Pennsylvania; Trust Under Agreement of Trust of Dora B. Hillman Settlor, Dated August 25, 1968 Trust for Tatnall L. Hillman and His Issue ("Trust B-1") Orphan's Court Division No. 65-90-1613 OBJECTION TO FOURTH AND INTERIM ACCOUNT filed on behalf of Bonnie D. Hillman, Dawn A. Hillman, Heather L. Hillman Mutz and Kenneth J. Hillman by Samuel W. Braver, Esq. and Deborah A. Little, Esq. of Buchanan Ingersoll & Rooney PC; Tatnall L. Hillman, defendant. Counsel of Record for the defendant, John F. Meck, Esq. and Daniel B. McLane of Eckert Seamans Cherrin& Mellot, LLC

- Financial Industry Regulatory Authority Dispute Resolution; Brian A. Holmes and Michelle Holmes, Claimants v. Wunderlich Securities (CRD #2543), Inc. and Ralph DeRose (CRD #2543), Respondents; Arbitration No. 16-00575; Counsel of Record for Claimants: Joel Levin, Esq., Aparesh Paul, Esq. and Mark Mikhaiel, Esq. of Levin & Associates Co., L.P.A.

- Elizabeth Breen Gilger, et al. v. BNY Mellon, In the Matter of The J. Richard Gilger Family Trust; Venango County Court of Common Pleas, Orphans' Court Division; Case No. 79-2014; Counsel of record for the Plaintiff Richards & Associates, P.C. Vasilios T. Nacopoulous, Esquire

- Financial Industry Regulatory Authority Dispute Resolution; James G. Bordas, Jr. and Linda M. Bordas vs. Wells Fargo Advisors, LLC (f.k.a. Wachovia Securities, LLC) and Ernest L. Coffindaffer, Case Number: 11-00484; Counsel of Record for Claimants with respect to the Counterclaim: George N. Stewart, Esq. Zimmer Kunz, PLLC

- Financial Industry Regulatory Authority Dispute Resolution; Frank Porco and Mary Porco, Claimants v. Thomas J. Brancazio (CRD# 3197741) and US Bancorp Investments, Inc. (CRD# 17868), Respondents; Counsel of Record for Claimants: Richard J. Federowicz, Esquire and Rebecca A. Maziarz, Esquire of Dickie, McCamey and Chilcote, P.C.

- In the Court of Common Pleas Franklin County, OH; Richard A. Clemens, et al., Plaintiffs, vs. Nelson Financial Group, Inc., et al. Defendants; Case no: 10CVA-01-1221; Counsel of Record for Plaintiff: James P. Connors, Esq.

- In the Court of Common Pleas of Allegheny County, Pennsylvania, Orphans Court Division; In re: Deed of Trust of J. Earl Burrell and M. Margaret Burrell, Deceased, No. 02-05-04922; Deed of Trust of J. Earl Burrell and M. Margaret Burrell, Deceased, No. 02-05-04924; Deed of Trust M. Margaret Burrell, Deceased, No. 02-05-04926; Deed of Trust of J. Earl Burrell, Deceased, No. 02-05-04927; Deed of Trust of J. Earl Burrell, Deceased, No 02-05-04927-A; Deed of Trust of J. Earl Burrell, Deceased, No. 02-04927-B; and, Deed of Trust of J. Earl Burrell, Deceased, No. 02-82-R-2891.

- Flood, et al. v. Makowski, et al. Civil Action No. 3:CV-03-1803; Luzerne County Employee Retirement System, Claimants; ASCO Financial Group, Donald P. Williamson, Maria Williamson, Joseph Perfilio, Michael Joyce, Devonshire Capital Management, LLC, Clients; Counsel of Record for Defendant Clients: Luigi Spadafora or Winget, Spadafora & Schwartzber, LLP

- VINCENT D. DiFELICE, on behalf of himself and all others similarly situated, Plaintiff, v. US AIRWAYS, INC. and FIDELITY MANAGEMENT TRUST COMPANY, Defendants. CLASS ACTION COMPLAINT; Counsel of Record for Plaintiff: Richard A. Finberg, Esquire of Malakoff Doyle & Finberg, P.C.

- In re: Estate of Corey James Boring, a minor in the Court of Common Pleas of Westmoreland County, Pennsylvania Orphan's Court Division No. 65-90-2129; Counsel of Record for Plaintiff: James E. Whelton, Jr. Esquire of Tremba, Jelley & Whelton, P.C.

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Select Presentations and Media Appearances

Select Continuing Education Presentations

- **The Greatest Unknown Drain on Employee Productivity and How to Fix It***, Vistage ChairWorld 2018, January 28 and 29, 2018*
- ***DOL Update,*** *The Financial Planning Association, Pittsburgh Chapter, Annual Financial "Four"um,* 1 CFP, 1 PA Insurance, 1 CLE and 1 CPE Credit, held on November 2, 2017
- ***Taking Control of Your Financial Destiny;*** *Westmoreland Bar Association, Greensburg, PA,* 1 substantive Continuing Legal Education Credit for Attorneys; held on October 25, 2017
- **Passport to Retirement;** *Philadelphia Bar Association's Bench-Bar and Annual Conference; Atlantic City, NJ*; 1.5 Substantive Continuing Legal Education Credits for Attorneys (JD/Esq.); October 13, 2017
- **Why Financial Literacy Matters***; Pittsburgh Human Resources Association (PHRA) Annual Conference and Exhibition****;*** Approved for 1 hour business Senior Professional in Human Resources (SPHR) & Society for Human Resource Management Credits; October 11, 2017
- **Passport to Retirement,** *Utilities Credit Union, Reading, PA***,** October 9, 2017
- **Becoming Conversant in Investment Planning: It's Like Learning a New Language;** *Greater Pittsburgh Nonprofit Partnership (GPNP) Summit 2017, Nonprofit, Private & Public Sectors*; October 5, 2017
- **Guest Corporate Panelist**; *I Want to Be an Ambassador! Camp for Teen sponsored by Luminari, Heinz History Center*; June 16, 2017
- **Yikes! I'm on the Retirement Plan Committee! Now What? ;** *Philadelphia Bar Association, Philadelphia, PA;* 1 Hours Substantive and 1 Hour Ethics Continuing Legal Education Credit for Attorneys (JD/Esq.); held on June 15, 2017.
- **Prudent Investment Practices And Intergenerational Equity for Eleemosynary Institutions;** *The Forbes Fund and the Greater Pittsburgh Non-profit Partnership (GPNP);* April 25, 2017
- **Practicing Ethics: Applying CFP Board's Standards of Professional Conduct**; *Financial Planning Association of Pittsburgh;* April 19, 2017; 2 hours Ethics Continuing Education Credit for CERTIFIED FINANCIAL PLANNER™ practitioners (CFP®).
- **Day on Financial Planning;** *Philadelphia Bar Association, Philadelphia, PA****:*** *Part I - Now What? I'm a Lawyer Earning Money and I Need a Financial Plan,* 2 hours Continuing Legal Education Credits for Attorneys (JD/Esq.); *Part II - I Think I Want to be Done Working, 2 hours* Continuing Legal Education Credits for Attorneys (JD/Esq.); and *Part III - Taking Control - Financial Planning for Women*, 2 hours Continuing Legal Education Credits for Attorneys (JD/Esq.), all held on December 20, 2016
- **The Greatest, Unnoticed Drain on Employee Productivity…and How to Fix It;** *Executive Summit, Vistage, Pittsburgh, PA,* June 8, 2016
- **Fiduciary Excellence under the DOL's Uniform Fiduciary Standard***; The Estate Planning Council of Pittsburgh*; May 19, 2016; 1 hour Continuing Education Credit for CERTIFIED FINANCIAL PLANNER™ practitioners (CFP®), Certified Public Accounts (CPA) and Attorneys (JD/Esq.).
- **Practicing Ethics: Applying CFP Board's Standards of Professional Conduct**; *Financial Planning Association of Pittsburgh;* April 18, 2016; 2 hours Ethics Continuing Education Credit for CERTIFIED FINANCIAL PLANNER™ practitioners (CFP®).
- **Trending Now: The Latest Developments Impacting the RIA Industry**; *JP Morgan Wealth Management Symposium, University of Chicago***,** Member of the Advisor Panel; April 26, 2016; 1.5 hours of Continuing Education Credits for CERTIFIED FINANCIAL PLANNER™ practitioners (CFP®), Certified Investment Management Analysts® (CIMA®), Chartered Financial Analysts (CFA) and Chartered Financial Consultants® (ChFC®).

- **Pathways for Business Owners to Create, Build and Realize Wealth – Business Valuation and Succession Planning;** *Philadelphia Bar Association*; March 29, 2016; 2 Hours Substantive and 1 Hour Ethics Continuing Legal Education Credit for Attorneys (JD/Esq.).
- **Defining Fiduciary Excellence**: **From Trust Law to ERISA and the DOL Uniform Fiduciary Standard;** *Philadelphia Estate Planning Council*; March 15, 2016; 1 hour Continuing Education Credit for CERTIFIED FINANCIAL PLANNER™ practitioners (CFP®), Certified Public Accounts (CPA), Chartered Financial Consultants® (ChFC®), Chartered Life Underwriters (CLU), Attorneys (JD/Esq.); and, PA, NJ and Delaware Insurance Continuing Education credits.
- **Defining Fiduciary Excellence**: **From Trust Law to ERISA and the DOL Uniform Fiduciary Standard**; *Financial Planning Association of Pittsburgh*; March 9, 2016; 3 hours Continuing Education Credits for CERTIFIED FINANCIAL PLANNER™ practitioners (CFP®).
- **Defining Fiduciary Excellence**: **From Trust Law to ERISA and the DOL Uniform Fiduciary Standard**; *Philadelphia Bar Association*; February 4, 2016; 1 hour ethics and 2 hours substantive Continuing Legal Education Credits for Attorneys (JD/Esq.).
- **Practicing Ethics**: **Applying CFP Board's Standards of Professional Conduct**; *Financial Planning Association of Pittsburgh*; December 11, 2015; 2 hours Ethics Continuing Education Credits for CERTIFIED FINANCIAL PLANNER™ practitioners (CFP®).
- **Tibble v. Edison International – Redefining the Fiduciary Experience**; *Financial Planning Association of Pittsburgh*; October 21, 2015; 1 hour Continuing Education Credit for CERTIFIED FINANCIAL PLANNER™ practitioners (CFP®) presented with Brian Sommer, Esq., Morella and Associates, PC.
- **Defining Fiduciary Excellence: The Changing Landscape of Fiduciary Responsibility**; *Allegheny County Bar Foundation*; October 1, 2015; 1 hour Substantive credit and 1 hour Ethics Continuing Education Credits Attorneys (JD/Esq.) and 2 hours Continuing Education Credits for Certified Financial Planner™ practitioners (CFP®) presented with Eugene Maloney, Esq. Federated Investors.

Select Media Appearances and Interviews

- *Pittsburgh Post-Gazette*/Clinging tightly to a powerful bull market
- *Pittsburgh Post-Gazette*/Going for broke: Pro athletes spend like they'll play forever
- *Pittsburgh Post-Gazette*/Still living at home struggling with debt and limited options
- *Pittsburgh Post-Gazette*/As one generation move on, financial advisors try to get to know the next one
- *Pittsburgh Post-Gazette*/Make sure your retirement savings last as long as you do
- *Pittsburgh Post-Gazette*/Delayed fiduciary rule will start on June *9*
- *Pittsburgh Post-Gazette*/Trump expected to sign memorandum to stop 'fiduciary rule'
- *Pittsburgh Business Times*/Sizzling Sectors: 16 local financial pros pick the hottest sectors under Trump
- *Pittsburgh Post-Gazette*/Military families going with safer investments
- *WTAE TV, Channel 4*/Talking Brexit with Financial Expert Paul Brahim
- *Pittsburgh Post-Gazette* /New Fed Rule Holds Financial Advisors to New Standard
- *WTAE TV, Channel 4*/Talking US Steel with Financial Expert Paul Brahim, Part 1
- *WTAE TV, Channel 4*/Talking US Steel with Financial Expert Paul Brahim, Part 2
- WTAE TV, Channel 4/Current Market Volatility
- *Pittsburgh Post-Gazette*/Fragmented trading, multiple exchanges key to minimal disruption of marketplace
- *Pittsburgh Post-Gazette*/Money managers say small firms can yield big returns
- *Pittsburgh Post-Gazette*/Staying on top of ETFs
- *Pittsburgh Business Times*/Closer Look: Which Pittsburgh industries are affected by China's economy?
- *Pittsburgh Business Times*/ China Triggers overdue correction on stock market
- *Pittsburgh Business Times*/Dow Cuts Loses but still down 358 points
- *WESA FM, 90.5/* Coping and Investing in a Volatile Market, The Economic Cost of Financial Illiteracy , Managing Money As A Couple, What to Know About Financial Planning, Post-Great Recession
- Pittsburgh Business Times/Pittsburgh companies in commodities, energy face longer-term stock market struggle
- *Pittsburgh Business Times*/Insights: In light of the sweeping changes to money-market fund regulations, what, if anything, are you advising your clients to do?
- *Pittsburgh Business Times*/Heinz buyouts aim to cut cost, not headcount in Pittsburgh – Pittsburgh Business Times
- *Pittsburgh Business Times*/BPU bucks conventions, takes team approach

Awards

- **Leadership Recognition Award,** recognizing leaders that demonstrate integrity, ingenuity and creativity, Pittsburgh Human Resources Association (PHRA), Engaging Pittsburgh Annual Awards Dinner, April 5, 2017
- **2013, 2014, 2015, 2016, 2017 Five Star Wealth Manager Award Winner**