

Joe Ricketts



Having spent over 35 years helping to build and run the world's largest online brokerage, Joe Ricketts today has returned to his roots, focusing on a variety of entrepreneurial and philanthropic ventures.

A pioneer in the use of technology to revolutionize the financial services sector – as well as an international leader in developing new services for the self-directed investor – Mr. Ricketts founded the

company now known as TD Ameritrade, the largest online brokerage and a recognized national leader in securities trading and clearing.

After graduating Creighton University with a B.A. in economics in 1968, Mr. Ricketts began his professional career first as an investment advisor with Ricketts & Co., then a registered representative with Dean Witter, and later a branch manager at Dun & Bradstreet. In 1975, he co-founded First Omaha Securities, a retail securities brokerage firm in Omaha, Nebraska. Under Ricketts' leadership, First Omaha Securities was among the first companies to recognize the potential of the discount securities market. The company grew quickly and, through the use of innovative technology and marketing, evolved into TD Ameritrade, which today manages hundreds of billions of dollars in client assets and leads its competitors with hundreds of thousands of trades per day.

Mr. Ricketts served as Chief Executive Officer of Ameritrade Holding Corp. from 1982 to 2001 and Chairman from 1982 to 2008. Since 2008, he has devoted himself to a variety of early stage ventures, including The American Film Company, DNAinfo.com, High Plains Bison, The Lodge at Jackson Fork, Opportunity Education Foundation, and Ending Spending.

A native of Nebraska, Mr. Ricketts now lives in Little Jackson Hole, Wyoming. Joe and his wife of more than 40 years have four children and twelve grandchildren.

For more info: www.joericketts.com