



BIOGRAPHY | ADAM ANTONIADES

Chief Executive Officer, Cetera Financial Group

Adam Antoniadou is Chief Executive Officer of Cetera Financial Group and a member of its Board of Directors. As CEO, Adam is responsible for running all facets of the business, driving growth for the organization and its advisors.

Adam leads Cetera in its mission to advance the profession of financial advice through the delivery of an Advice-Centric Experience®. In support of this mission, he drives innovative programs and technologies that enable financial professionals to achieve greater financial well-being for their clients at each life stage.

Adam serves as Immediate Past Chair on the Board of the Financial Services Institute (FSI) and is on the organization's Executive Committee. He was also recently named a Board Member of Invest in Others, a charitable foundation that recognizes philanthropic contributions made by individual advisors and firms.

Prior to his current role, Adam was President of Cetera from 2014-2019. Previously, he co-founded First Allied Securities, (now a part of Cetera) in 1994 and served as its President and CEO for the better part of two decades, driving the firm's growth strategy organically and through acquisitions. He has also held senior management positions at major financial institutions world-wide, including Berkeley Administration Inc., and A. J. Bekhor and Company.

A native of London, England, Adam resides in San Diego, CA with his wife, Lisa, and their two children.