

Walter K Booker



Walter K Booker is the Chief Operating Officer of MarketCounsel, the premier business and regulatory consulting firm focused exclusively on the Registered Investment Advisor (RIA) sector, along with its affiliate, The Hamburger Law Firm. In this capacity, he serves as its CEO's top operational lieutenant, leading all of the firm's operations and coordinating the collaboration of the firm's senior managers, among other responsibilities. He also serves as an ambassador for the firm within the RIA space, including as a featured speaker at major industry events and as an author and editor of its published content. Prior to joining MarketCounsel, Walter was a senior operating executive in both the institutional and individual investor sectors of the financial services industry, associated with firms like Ameriprise Financial Advisors, PaineWebber, and Salomon Brothers, as well as a consultant to for-profit and not-for profit organizations across their lifecycles.

In addition to his extensive executive and industry expertise, Mr. Booker contributes an abundance of impactful philanthropic leadership experience, especially as an active and influential leader and board member of several organizations in the financial services industry and in the broader community. For example, at present, he is a Trustee of the MarketCounsel Foundation, the Chairman *Emeritus* and a board member of Sponsors for Educational Opportunity (SEO) and a board member of the AAAA Foundation, among numerous service commitments.

Walter is also a prolific, published author, speaker and subject matter expert. His articles and insights have been featured in publications including *The Wall Street Journal*, *The New York Times*, LinkedIn, *The Social Justice Investor*, FinancialPlanning.com and WealthManagement.com, and at industry conferences and colloquia like TD Ameritrade LINC, the Ameriprise Financial Leadership Conference, a Practising Law Institute (PLI) symposium on dually-registered broker-dealers and advisors and the Financial Planning Association (FPA) Annual Conference, among many others.

Mr. Booker is a graduate of Harvard College and resides in Upper Montclair, New Jersey, with his wife Candace and the last member of their Brady Bunch, mixed family (and as they eagerly anticipate empty nester status soon).