



**Paul Zettl**

**Managing Director, Institutional Marketing and Corporate Events  
TD AMERITRADE Institutional**

Paul Zettl is the Managing Director of Institutional Marketing and Corporate Events for TD AMERITRADE which includes the advisor and corporate services businesses. He is responsible for marketing strategy and program development initiatives to help increase awareness, deepen client relationships and improve the client experience. Zettl joined TD AMERITRADE in 2008.

Prior to joining TD AMERITRADE, Zettl spent 10 years at Fidelity Investments in Boston, MA. Zettl held various senior marketing roles within Fidelity's Institutional businesses including the RIA and clearing units where he was responsible for business strategy and planning, as well as product marketing and communications.

Zettl developed integrated direct marketing experience by working at a direct marketing agency in Boston, called Bronner Slosberg Humphrey (now known as Digitas) and by leading the direct marketing services group at the Unisys Corporation in Rochester, New York.

He has a bachelor's degree in Political Science from the State University of New York College at Cortland. Zettl also studied at the Schiller International University in Heidelberg, Germany. In 2009, Zettl completed the Securities Industry Institute sponsored by the Securities Industry and Financial Markets Association (SIFMA) at the Wharton School of Business. He holds the Series 7 Securities License.

**About TD AMERITRADE Institutional**

TD AMERITRADE Institutional is a leading provider of comprehensive brokerage and custody services to over 4,000 fee-based, independent Registered Investment Advisors and their clients.<sup>1</sup> Our advanced technology platform, coupled with personal support from our dedicated service teams, allows investment advisors to run their practices more efficiently and effectively while optimizing time with clients.

**About TD AMERITRADE Holding Corporation**

TD AMERITRADE Holding Corporation, through its brokerage subsidiaries,<sup>2</sup> combines innovative trading technology, easy-to-use and understand investment tools and services, investor education and superior client service to create a market-leading financial services experience. Now home to the award-winning thinkorswim trading platform<sup>3</sup> and the Investools investor education program, TD AMERITRADE provides millions of retail investors, traders and independent registered investment advisors (RIAs) with the tools, service and support they need to help build confidence in today's rapidly-changing market environment. The Company's common stock trades under the ticker symbol AMTD. For more information, please visit [www.amtd.com](http://www.amtd.com).

<sup>1</sup>TD AMERITRADE Institutional, Division of TD AMERITRADE, Inc., member FINRA ([www.FINRA.org](http://www.FINRA.org)) / SIPC ([www.SIPC.org](http://www.SIPC.org)).

<sup>2</sup>TD AMERITRADE, Inc., member FINRA ([www.FINRA.org](http://www.FINRA.org)) /SIPC ([www.SIPC.org](http://www.SIPC.org)), TD AMERITRADE Clearing, Inc., member FINRA/SIPC, and thinkorswim, Inc., member FINRA([www.FINRA.org](http://www.FINRA.org)) /SIPC ([www.SIPC.org](http://www.SIPC.org)) /NFA ([www.nfa.futures.org](http://www.nfa.futures.org)).

<sup>3</sup>thinkorswim was rated #1 overall online broker, "best for frequent traders," and "best for options traders" in *Barron's* ranking of online brokers, 3/16/2009. thinkorswim was evaluated versus others in eight total categories, including trade experience/execution, trading technology, usability, range of offerings, research amenities, portfolio analysis & reporting, customer service & access and costs. thinkorswim topped the list in 2009 with the highest weighted-average score. *Barron's* is a registered trademark of Dow Jones & Company ©2009.