

ALABAMA SECURITIES COMMISSION

Post Office Box 304700 Montgomery, Alabama 36130-4700
Telephone: (334) 242-2984 or 1-800-222-1253 Fax: (334) 242-0240
Email: asc@asc.alabama.gov Website: www.asc.alabama.gov

Alabama Securities Commission Appoints Amanda Senn Director

Montgomery, Alabama (May 30, 2023) –The Alabama Securities Commission (ASC) appointed Amanda Senn Director. Senn has been employed at the Commission since 2008. In her former role as Chief Deputy Director, Senn was responsible for supervising the activities of the Commission in regulating the securities industry, protecting investors, and promoting stability in Alabama financial markets. She advised the Commission on securities-related matters, investigating, and prosecuting fraudulent actions surrounding the sales of securities throughout the state of Alabama, and coordinating and litigating numerous multi-jurisdictional administrative, civil, and criminal matters. Senn also coordinates legislative liaison for the Commission. In that capacity, she advocates for investor protections and market integrity in Alabama.

“You would be hard pressed to find another individual as hardworking and capable as Amanda,” said ASC Chairman Dagnal Rowe. “With her at the helm, I have no doubt the Securities Commission will continue to be a leader in securities regulation and soar to new heights.”

Amanda is involved on both the State and local level in various organizations which address issues and promote awareness of elder abuse and investment fraud; including the Montgomery County Elder Justice Task Force and the Alabama Interagency Council for the Prevention of Elder Abuse. She is actively involved in the North American Securities Administrators Association (NASAA), where she serves as Alabama’s voting member. Senn has served as NASAA’s Chairman of the Cybersecurity Committee, Co-Chair of the Broker Dealer Market and Regulatory Policy Committee and serves as Co-Chair of the Enforcement Section. She is a frequent speaker on Alabama’s securities laws and Elder Justice, an instructor in a securities litigation course offered through NASAA, and has testified before the United State House of Representatives Committee on Financial Services Subcommittee on National Security, International Development and Monetary Policy on fraud and elder exploitation. Amanda is a member of the American Inns of Court, serves as Vice-President of the Montgomery County Bar Association, serves on the board of the Montgomery Volunteer Lawyer Program, and is immediate Past President of the Alabama Association of Regulatory Boards (AARB).

“Good leaders are competent and fair. Great leaders are competent, fair and have a genuine concern for those around them. If you’ve worked with or for Amanda, you know that she truly is a great leader,” said Alabama Attorney General Steve Marshall.

A Montgomery, Alabama native, Senn graduated from Huntingdon College, Montgomery, AL and received her Juris Doctorate from the Cumberland School of Law, Samford University, Birmingham, AL. She was a member of the Huntingdon Alumni Board, an officer in the Montgomery Bicycle Club, and is a long-standing volunteer and supporter of the Montgomery Miracle League.

The ASC cautions investors to research any investment opportunity thoroughly. Call the ASC at 1-800-222-1253 and ask for the registration department to check out persons offering investment opportunities, investment advice for a fee, and any products they offer. Contact the ASC to report suspected fraud, inappropriate securities business practices, or to obtain consumer information. Free investor education and fraud prevention materials are available at www.asc.alabama.gov .

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For further information, contact 1-800-222-1253 and ask for Public Affairs.

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