

JOSEPH A. ATANASIO

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Operations Manager With 37 Years Experience on The NYSE Trading Floor Including 28 Years as a Member

Business development expert with the ability to run large-scale operations to successfully reduce expenses and drive results. Create partnerships with vendors and clients based on meeting strategic goals and objectives. Seek opportunities to increase team efficiency and knowledge through ongoing training and mentoring. Comfortable in high-energy, ever-changing environs, maintaining a calm demeanor while focusing on prioritizing tasks and projects.

- ❖ Keen ability to assess financial plans to determine best next steps for increased returns based on market conditions and competitive analysis.
- ❖ Consistently reduce expenditures by omitting redundant processes and seeking alternatives to high-cost options.
- ❖ Served on NYSE Members CE Committee overseeing writing of scripts covering NYSE as well as SEC rules (used in filming training modules to be viewed by total NYSE membership in order to complete semi-annual CE requirement).

Areas of Expertise

Operations Management - Team Leadership - Client Relations
Public Relations - Business Development - Cost Reductions - Financial Analysis
Vendor Relations - Training & Mentoring - Presentations - NYSE Floor Rules Governor.

Latest Professional Experience

PERSHING LLC, New York, NY

2006 – 2007

General full-service brokerage company and subsidiary of BNY Mellon with 20,000 global employees.

Managing Director

Managed daily operations on floor of NY Stock Exchange, directing 60 associates and \$10 million budget. Traded stocks based on market research and customer feedback, providing direction and consultation to clients. Monitored compliance of floor associates in floor activities, business development, and client interactions. Member of multiple NYSE committees, including Floor Governor.

Key Accomplishments

- Saved \$12,500 monthly by merging three disparate floor operations and cultures into one and creating one NYSE real estate zone.
- Reduced labor costs following merger by retaining only top associates and cutting 10 non-producers.

BANK OF NEW YORK BROKERAGE, New York, NY

1997 – 2006

Traditional institutional brokerage firm consisting of 275 associates and offering commission recapture, soft dollar, and access to all worldwide markets.

Managing Director

Directed daily operations of NYSE floor execution with 60 associates and annual budget of \$7.5 million. Managed transition from open outcry to hybrid market, training associates on new trading rules and procedures.

Greenbriar History

- Moved to Greenbriar in 2012
- Appointed to the WHOA Board in 2023
- Re-elected to the WHOA Board in 2024

Accomplishments

Served on the committee to replace the outdated Cardio Equipment in our gym.

Supported the repair and reconstruction of the Pickleball Courts.

Served on the team to re-write the Parking Rules in our community.

Worked and continue to work to keep our pool area well maintained,

Worked with my contacts at the township level to install more "ENGINE BRAKING PROHIBITED" signs on Prospect Plains Rd and Half Acre Rd to cut down on the excessive Tractor Trailer noise.

Was one of the Township Resident Leaders to fight a developer who wanted to build a 4,000 Sq. Ft. McDonalds double drive-through restaurant in the Concordia "Stop and Shop" parking lot. We cited the many safety concerns and also the extreme loss of parking spaces especially during the winter months when the snow is piled up in areas throughout the lot. After attending many meetings with the Town Council and Zoning Board over a 2 year period, the developer withdrew the application. "WE WON"

I pride myself in two areas. I will always answer a residents question, and If I don't have an answer, I'll get one. I will always fight for our community at the Board level or the Township level. On these I give you "My Word" and as I learned from my many years on The NYSE Floor, "My Word Is My Bond"

Thank You For Your Support.