

RICK SWOPE

Atlanta, GA | 770-833-1153 | rick@rickswope.com | rickswope.com
Strategic Learning & Development Leader | Curriculum Architect | Risk & Capability Expert

PROFESSIONAL SUMMARY

Accomplished Learning & Development executive with 25+ years designing, scaling, and leading high-impact training organizations. Built enterprise education strategies from the ground up—creating the industry’s first comprehensive active-trader programs at Charles Schwab and E*TRADE—delivering measurable capability gains to thousands of professionals annually. Expert at translating complex systems into actionable learning frameworks, driving digital innovation, and partnering with senior leaders to close skill gaps. Combines systems-engineering rigor, probabilistic thinking, and global facilitation experience to accelerate performance in complex operational environments. Former VP Investor Education; co-author of two Wiley bestsellers on decision-making under uncertainty.

CORE COMPETENCIES

Learning Strategy & Enterprise Program Design • Curriculum & Digital Learning Platforms • Multi-Region Team Leadership • Capability Gap Analysis & Workforce Readiness • Executive Facilitation & Train-the-Trainer • Learning Analytics & ROI • Change Management & Culture Building • Cross-Functional Partnership • Risk-Based Decision Frameworks • Systems Thinking & Operational Excellence

PROFESSIONAL EXPERIENCE

Vice President, Investor Education | 2017 – 2026

*E*TRADE from Morgan Stanley | Atlanta, GA*

- Architected and led the enterprise investor education strategy serving retail and institutional clients nationwide, delivering live, virtual, and on-demand programs that reached thousands of users annually and supported product adoption and client retention.
- Designed comprehensive curricula and digital learning collateral covering advanced strategies, technical analysis, risk management, and platform proficiency—establishing scalable standards still used across the organization.
- Served as senior SME and trusted advisor to product, compliance, marketing, and executive teams; influenced learning priorities and ensured rigorous regulatory and performance standards.
- Consistently ranked among top industry instructors; presented at major exchanges (CBOE, CME, NYSE, NASDAQ) while maintaining a flawless compliance record.
- Built learning frameworks that translated complex systems into practical decision tools, accelerating capability development for individual and institutional users.

Owner & Principal Educator | 2004 – 2017

Pro Market Advisors (formerly The Market Guys) | Atlanta, GA

- Founded and scaled a premier technical training organization that became the exclusive education partner for E*TRADE (U.S.) and Scotia iTrade (Canada), delivering hundreds of programs across North America, Europe, and Asia.
- Created proprietary learning frameworks published as Amazon bestsellers by Wiley (*The Market Guys’ Five Points for Trading Success*, 2007; *Trading by Numbers*, 2012)—distilling high-stakes decision processes into transferable methodologies.
- Partnered with leading exchanges (CBOE, CME, ISE, NYSE, NASDAQ) to co-develop foundational operator training standards widely adopted across the industry.
- Built a high-performing delivery team and train-the-trainer model enabling consistent quality at scale across multi-country logistics and content localization.

Active Trader Field Sales & Education Lead | 2001 – 2004

Charles Schwab | Atlanta, GA

- Created and launched the brokerage industry’s first comprehensive active-trader education program—recognized as one of the most successful client-enablement and retention initiatives in company history.
- Designed advanced technical analysis and platform training for high-net-worth clients, establishing a repeatable model that informed enterprise education strategies at multiple major firms.

Vice Chairman | 2017

Forsyth County Board of Commissioners | Cumming, GA

- Provided executive leadership and policy direction in a high-visibility public role, demonstrating cross-functional collaboration, stakeholder influence, and strategic prioritization.

Product Assurance Engineer – F-22 Raptor Propulsion System | 1989 – 1997

- Applied systems engineering, reliability analysis, and probabilistic risk assessment to one of the most advanced fighter programs in U.S. history while holding Top Secret 2 SAR clearance.
- Coordinated quality assurance across multiple defense contractors, building expertise in operational excellence and mission-critical performance standards that inform modern capability-development approaches.

ADDITIONAL LEADERSHIP & INSTRUCTION

- Adjunct Lecturer, Sinclair Community College (1991–1997) – Designed and taught Probability & Statistics, Statistical Quality Assurance, and Experimental Design, grounding theory in practical decision science.
- Brazilian Jiu-Jitsu Black Belt & Combatives Instructor – Delivered leadership and tactical skills training to deployed U.S. soldiers (Georgia National Guard, 2-121st Infantry); refined instructional programs under austere conditions.

EDUCATION

Master of Science, Industrial & Systems Engineering | University of Alabama in Huntsville, 1989 | 4.0 GPA

Minors in Mathematics & Statistics and Reliability Engineering; completed PhD coursework and qualifying exams with 4.0 GPA

Bachelor of Science, Industrial & Systems Engineering | University of Central Florida, 1988 | 3.7 GPA

Honors: Pi Tau Sigma, Alpha Pi Mu, Phi Kappa Phi National Honor Society

CREDENTIALS & CLEARANCES

Top Secret 2 SAR (Special Access Required) – Previously held for F-22 program; eligible for reactivation | FINRA Series 7, 63, 24 (current, clean record since 2004) | Brazilian Jiu-Jitsu & Tae Kwon Do Black Belt Instructor

SELECTED PUBLICATIONS & INDUSTRY IMPACT

- Co-author of two Amazon bestsellers published by Wiley that codified disciplined risk and decision frameworks used by tens of thousands of professionals.
- Pioneer of industry-leading operator education programs adopted as foundational standards at Charles Schwab and E*TRADE.
- Frequent keynote and workshop presenter for NYSE, CBOE, CME, NASDAQ, Options Industry Council, and international conferences across Europe, Asia, and the Middle East.