

Gary Riviello

Director

FINRA's Advertising Regulation Department

Gregory Riviello is a director in FINRA's Advertising Regulation Department which is responsible for the regulation of FINRA member firms' communications with the public. Mr. Riviello is responsible for supervising the daily activities of 20 staff devoted to the review of communications filed with the Department. He provides guidance to Department staff and FINRA firms on the application of the advertising rules and interpretations and assists with the development of these rules. His other responsibilities include coordinating the Department's training and quality control functions. Mr. Riviello has spoken about various advertising regulation topics at industry events and at the FINRA Advertising Regulation Conferences. Mr. Riviello has more than 38 years of experience in the securities industry including 29 years with the Advertising Regulation Department. He is a graduate of West Chester State University in West Chester, Pennsylvania, and holds an MBA from the University of Maryland.