

Managing partner profile: Penny Pennington

Penny Pennington is the managing partner of Edward Jones, a leading financial services company dedicated to helping its more than 9 million clients turn their life plans into financial plans. Under her leadership, the firm delivers on its purpose to partner for positive impact, to improve the lives of its clients and colleagues, and together, better its communities and society.



As Edward Jones begins its second century, Pennington, as the firm's sixth managing partner, is guiding Edward Jones through a cultural renewal and strategic transformation that is purpose-driven, leader-led and team-based. The firm's approximately 54,000 associates and more than 20,000 financial advisors throughout the U.S. and Canada are committed to meeting clients' growing desires and expectations for a trusted advisor who deeply understands their goals and helps them to meet those goals with professional advice that reflects their unique situations.

Edward Jones has more branch offices in more communities than any other financial services company, and Pennington is seeking to lift more people up through three areas of focus: partnering for lasting financial strength, promoting healthier futures and advancing inclusive growth. One way Edward Jones brings these priorities to life is by promoting financial wellness; through its Financial Fitness program, the firm has educated more than 1 million learners. Edward Jones believes that serving more clients in more communities, and helping them achieve more possibilities in their lives, invigorates families and futures for this generation and generations to come.

Pennington began her career with Edward Jones as a financial advisor in 2000 and was named a principal in 2006. She held various leadership roles in the firm's St. Louis home office before being named managing partner in 2019. She has a bachelor's degree from the University of Virginia and an MBA from Kellogg School of Management at Northwestern University, and she was named No. 67 on the Fortune Most Powerful Women list.

In 2022, Pennington was elected to serve a three-year term as a large-firm governor of the FINRA Board of Governors, which oversees management in the administration of FINRA's affairs and the promotion of FINRA's welfare, objectives and purposes. She is an active member of the St. Louis community, serving on the boards of the Federal Reserve Bank of St. Louis, United Way of Greater St. Louis, the Donald Danforth Plant Science Center and the Washington University in St. Louis Board of Trustees.

* 2024 Fortune® Most Powerful Women, published October 2024, data as of August 2024.
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Firm profile

About Edward Jones

For more than 100 years, Edward Jones has worked to create a better future for our clients and their families and communities, one relationship at a time.

Our advice is based on a disciplined, established process that centers on our clients, who are individual investors, and the goals they're trying to achieve.

Each client benefits from a personalized relationship with their financial advisor, who is supported by the resources of a Fortune 500 firm. Every aspect of the firm's business — from the types of products and services we offer to the locations of our branch offices — is designed to cater to individual investors in the communities in which they live and work. This business model has helped fuel remarkable growth for the firm and helped clients realize the possibilities for their futures.

Our purpose

Edward Jones is committed to partnering for positive impact to improve the lives of our clients and colleagues, and together, better our communities and society.

Our impact

With nearly 16,000 locations in North America, Edward Jones has more branch offices throughout the United States than any other brokerage firm in the country. The firm's growth has been extraordinary: Annual revenue has grown from \$16 million in 1977 to nearly \$13.8 billion today.

We employ 54,000 people, including more than 20,000 dedicated and passionate financial advisors to serve, educate and support more than 8 million clients in achieving what matters most to them.

Our philosophy

The firm's investment philosophy — investing for the long term in quality investments aligned with our clients' goals and risk tolerance — appeals to clients who value clear and straightforward guidance as they work toward long-term goals. Our branch-office business model allows financial advisors to discuss personalized strategies with each individual client, with the goal of developing lasting relationships to help keep them on track toward their goals.

Financial advisors

In addition to career financial advisors, Edward Jones financial advisors come from all backgrounds. Each one contributes unique strengths, ideas and life experiences. They take the time to get to know our clients and think like them, not just about them — helping them navigate their financial journeys.

Firm management

David Gunn

Principal, Head of U.S. and Canada Business Units



David Gunn is the Head of U.S. and Canada Business Units. David is responsible for financial advisors, client support team members and home office associates who partner to enhance the financial well-being of individuals, families and communities across North America. He is driven by Edward Jones' purpose to partner for positive impact to improve the lives of those we serve, supporting our colleagues, and strengthening our communities and society together.

David sits on the Enterprise Leadership Team, which provides advice and counsel to the managing partner to help the firm grow its impact and create value for clients, colleagues and communities today and into the future.

A proven enterprise leader, David is focused on delivering long-term value to both clients and branch teams, building human connections, talent development, and achieving sustainable growth.

David strives to connect the work of each associate at Edward Jones back to the client experience, placing those we serve at the center of everything we do.

David began his career in 2000 as a financial advisor in Calgary, Alberta, where he quickly proved to be one of the firm's top performers.

That early success propelled him to become an Edward Jones Principal, deepening his leadership skills at the firm's U.S. headquarters in St. Louis. He returned to Canada in 2015 to lead Financial Advisor Talent Acquisition in the Canadian headquarters located in Mississauga, Ontario.

With experience spanning both countries, in 2018, David assumed the role of President, Edward Jones Canada, where he focused on shaping our future through Canada's multi-year strategic investments to meet the evolving needs of our clients and branch teams.

Born and raised in St. Thomas, Ontario, David graduated with honors from Queen's University in Kingston, Ontario, with a Bachelor of Commerce degree. He is also a graduate of the University of Pennsylvania Wharton School's Securities Industry Institute and earned an MBA from the Kellogg School of Management at Northwestern University.

Outside of work, David spends time with his family, exploring the trails of Southern Ontario while discovering new places, grounding the mindset he brings to leadership; steady forward, staying curious and always trailblazing with purpose.

Good news is always worth sharing

There has been a lot of good news about Edward Jones Canada. We hope to build on these accomplishments.

MERCER 2024 (formerly Kincentric)

For the 23rd consecutive year, Edward Jones has been recognized as a 2024 Best Employer by Mercer.

This certification reflects the firm's commitment to excellence, based on an evaluation of employee feedback across four key areas: employee engagement, organizational agility, leadership engagement, and talent awareness.

In Mercer's survey, Edward Jones achieved a high response rate of 82% and demonstrated strong results in overall engagement.

Key strengths identified included the openness of its leadership and the company's dedication to fostering a dynamic and inclusive workplace where employees can grow and succeed.

Firm history

Edward D. Jones Sr. founded the firm that bears his name in 1922. Through the 1940s, the company was typical of most New York Stock Exchange firms, with this distinction: Representatives from Edward Jones were called “TNT brokers” because they traveled the countryside surrounding the company’s office in St. Louis from Tuesday to Thursday, serving clients in rural Missouri and Illinois.

In 1948, Edward D. “Ted” Jones Jr., son of the founder, returned to the family business after studying agriculture at the University of Missouri and working on Wall Street. While working his territory in rural Missouri and Illinois, he began experimenting with the concept of locating branch offices in communities outside St. Louis. In 1957, he hired a representative in Mexico, Mo., and with the opening of this first branch office, a new era began.

In the 1970s, firm leaders realized the appeal of Edward Jones was not based on rural geography. The firm appeals to a certain kind of investor anywhere.

The firm began expanding into metropolitan areas, starting with Chicago and Dallas. Today, more than 70% of Edward Jones branch offices are in urban and suburban markets.

By 1980, the branch-office network had grown to 304 branch offices nationwide. It was then that Ted Jones handed the reins of the firm to John Bachmann, who served as managing partner until December 2003. Bachmann began his Edward Jones career in

1959 as a college intern, sweeping out the basement of the firm’s headquarters. He was a successful financial advisor in the 1960s before returning to the home office, where he gained experience in a number of areas before being named managing partner in 1980.

Under Bachmann’s leadership, the firm built on its philosophy of serving the needs of serious, long-term individual investors from one-financial advisor branch offices and moved to the forefront of the industry in terms of technology and training. Those closest to Bachmann throughout his career credit his vision, strategic focus, leadership and commitment to Edward Jones’ culture for making the firm one of the best places to work in America.

Douglas E. Hill, chief operating officer from 1998 through 2003 and managing partner in 2004 and 2005, continued the firm’s tradition of bringing personal investment services to an ever-increasing number of individual investors in communities across the country. With the firm’s nationally recognized training program, which Hill helped develop after having been a successful financial advisor, Edward Jones is training about 100 new financial advisors each month. This growth ensures the firm has the opportunity to continue offering investments tailored to the needs of individual investors in the communities in which they live and work.

In 2006, Jim Weddle became the firm's fifth managing partner and served in that role through December 2018. Weddle spent his entire career at Edward Jones, starting as an intern and then successful financial advisor.

As a principal in the home office, Weddle later assumed responsibility for the firm's growth on the East Coast and next managed the firm's branch offices in late 1997.

Under Weddle's leadership as managing partner, the firm grew from about 10,000 financial advisors to more than 17,000 throughout North America. Weddle also led the firm to become an industry leader in listening and better understanding what clients value and applying a solutions-based approach that shifts the focus from the product to individual client needs. Now a Fortune 500 firm, Edward Jones is the largest U.S. financial services firm in number of financial advisors, consistently ranked a best place to work.

Penny Pennington became the firm's sixth managing partner in 2019. Pennington left a successful banking career to join the firm in 2000 as a financial advisor in Livonia, Mich. In 2006, she was named a principal and relocated to the firm's St. Louis headquarters, where she held leadership roles in New Financial Advisor training and then in developing branch teams of financial advisors and branch office administrators in the regions. In 2015, she began to lead the Client Strategies Group, the area of the firm that most directly supports the client experience.

As managing partner, Pennington is responsible for the firm's strategic direction, working with 54,000 associates in the U.S. and Canada to make a meaningful difference in the lives of more than 8 million clients by helping them achieve their most important financial goals.

In 2024 Edward Jones celebrates 30 years of success in Canada.

Since opening our first office in Orleans, Ontario in 1994, we've grown to support 870+ advisors and serve ~190,000 Canadians.

As one of Canada's largest independent brokerages, we continue to deepen and grow trusted client relationships nationwide.

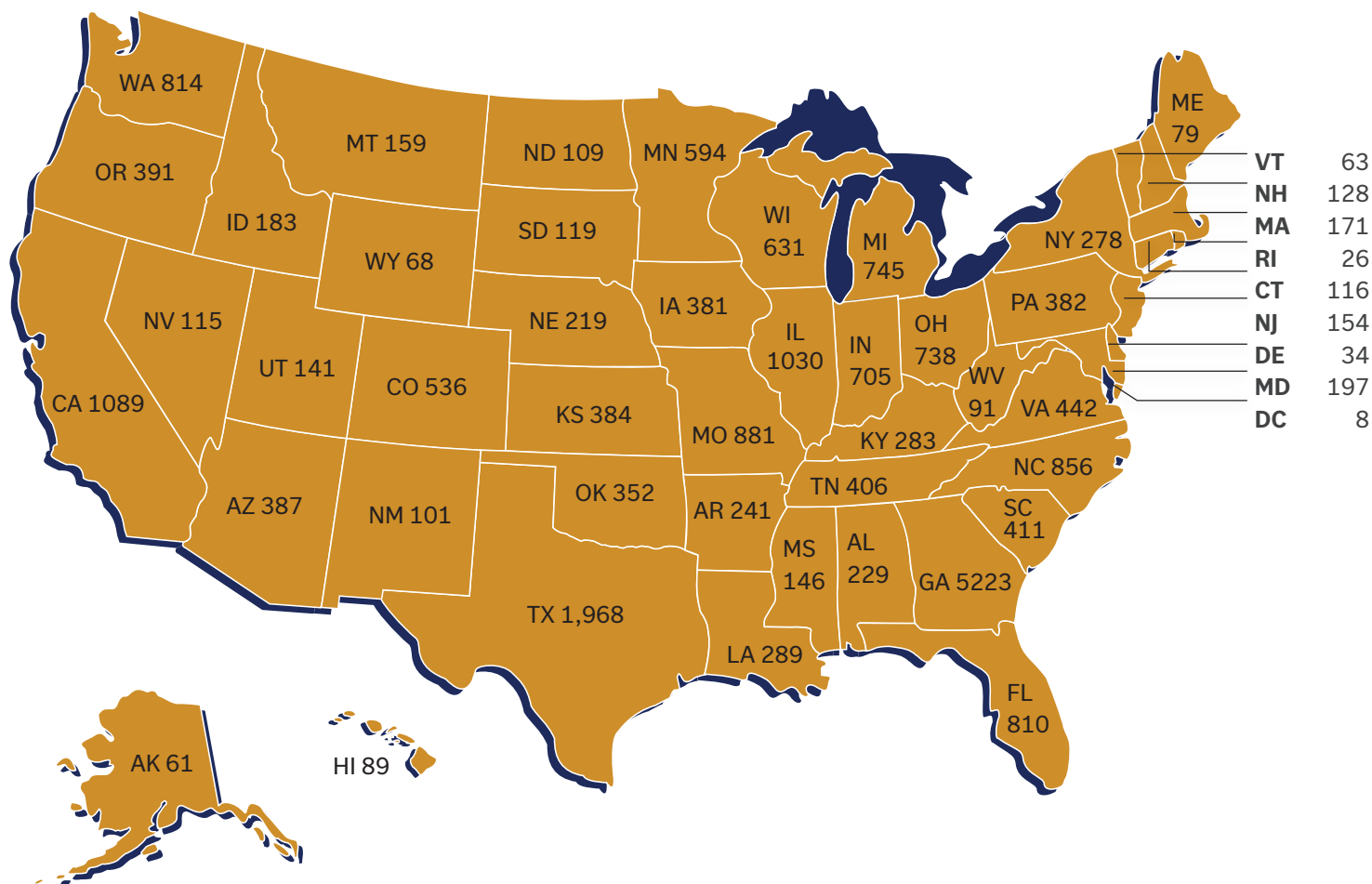
The Edward Jones Canada story is one of tremendous momentum. In a relatively short timeframe, we've grown to more than \$65B (as of June 2025) in client assets under care by taking a unique approach to the market and serving Canadians.

Canadian branch offices



As of June 2025.

U.S. branch offices



Branch offices in Canada and the United States

States	50	U.S. offices	15,463
Provinces	10	Canadian offices	671
Yukon Territory	1		

Branch numbers and locations are as of June 2025