



## Alex James Reader

Executive Director, Financial Planning

539 Bielenberg Dr  
Suite 220  
Woodbury, MN 55125  
(651) 714-9505

This is a supplement to the Financial Engines Advisors, L.L.C. brochure. This supplement describes advisory services provided by Financial Engines Advisors L.L.C. also referred to as Edelman Financial Engines. Please contact us at (833) 752-6333 if you have any questions about our brochure or this supplement.

### Educational Background and Experience

**Year of Birth:** 1982

**Formal Education:** Bachelor of Arts in Business Administration & Finance, University of Kansas

**Business Background:** Alex has been with Edelman Financial Engines since 2017.

#### Employment History:

- **2025 - Present:** Executive Director, Financial Planning at Edelman Financial Engines
- **2017 - 2025:** Director, Financial Planning at Edelman Financial Engines
- **2012 - 2016:** Investment Consultant at TD Ameritrade, Inc
- **2012 - 2012:** Registered Admin at Tower Square Securities, Inc
- **2011 - 2012:** Life Insurance Wholesales at Small Business Insurance Agency

### Disciplinary Information

Like all Registered Investment Advisors, we are required to disclose all material facts regarding any legal or disciplinary events that could materially influence your evaluation of your advisor.

Alex has no legal or disciplinary events to report.

### Other Business-Related Activities

There is no other business activity to report.

## Additional Compensation

Alex may receive additional compensation from the Firm for providing advisory services in limited circumstances, such as when new accounts are opened due to referrals from current clients or for increasing certain types of clients who hold accounts at the firm. Alex receives no economic benefit for providing advisory services from any third parties.

## Supervision

Alex is supervised by Amin Dabit, Senior Vice President, Traditional Wealth Planning and his team, who can be reached at (720) 954-1967. Supervision is conducted in a variety of ways, including face to face meetings, telephone calls and the review of activity reports.