



49 Oval Road
Millburn, NJ 07041
Tel (973) 564-8139 Toll Free 888-9-LAKEVIEW
Fax (973) 564-8129 Cell (973) 454-3178
Website: www.lakeviewasset.com
Blog: www.scottrthbort.blogspot.com/
Email: scott@lakeviewasset.com

Scott R. Rothbort

Biographical Summary

Scott Rothbort has over 25 years of experience in the financial services industry. He is the Founder and President of LakeView Asset Management, LLC, www.lakeviewasset.com a registered investment advisor specializing in customized separate account management for high net worth individuals. In addition, he is the founder of TheFinanceProfessor.com www.thefinanceprofessor.com an educational social networking site; and, publisher of The LakeView Restaurant & Food Chain Report newsletter www.restaurantstox.com. Mr. Rothbort is also a Term Professor of Finance at Seton Hall University's Stillman School of Business, where he teaches courses in finance and economics; is the Chief Market Strategist for The Stillman School of Business; and, the co-supervisor of the Center for Securities Trading and Analysis.

Mr. Rothbort is a regular contributor to TheStreet.com's Street Insight website and has frequently appeared as a professional guest on Bloomberg Radio, Bloomberg Television, Fox Business Network, CNBC Television, TheStreet.com TV and local television. As an expert in the field of derivatives and exchange traded funds (ETFs), he frequently speaks at industry conferences. He is an ETF advisory board member for the Information Management Network, a global organizer of institutional finance and investment conferences. In addition he is widely quoted in interviews in the printed press and on the internet.

Mr. Rothbort founded LakeView Asset Management, LLC, in 2002. Prior to that, since 1991, he worked at Merrill Lynch where he held a wide variety of senior level management positions including: Business Director for the Global Equity Derivative Department; Global Director for Equity Swaps Trading and Risk Management; and, Director for secured funding and collateral management for the Global Capital Markets Group and Corporate Treasury. Prior to working at Merrill Lynch, within the financial services industry he worked for County Nat West Securities and Morgan Stanley, where he had international assignments in Tokyo, Hong Kong and London. He began his career working at Price Waterhouse from 1982 to 1984.

Mr. Rothbort received an M.B.A., majoring in Finance and International Business from the Stern School of Business, New York University, in 1992, and a B.S. in Economics, majoring in Accounting, from the Wharton School of Business, University of Pennsylvania, in 1982. He is also a graduate of the prestigious Stuyvesant High School in New York City. Mr. Rothbort is married to Layni Horowitz Rothbort, a real estate attorney and together they have five children.