

Biography

Daniel James Ludeman, Sr. Chairman & CEO, Concordance



Danny Ludeman, former president and CEO of Wells Fargo Advisors, provided executive leadership for the nation's third largest full-service brokerage firm. During his tenure, revenues increased from \$300 million to over \$10 billion...profits from \$35 million to \$2 billion...and financial advisors from 950 to more than 17,000 in some 4,000 locations nationwide.

Danny began his career with Virginia-based brokerage firm Wheat First Securities. Through acquisitions and mergers, he held positions of increasing responsibility within several areas of the organization before being named to his current role in 1999. Following Wells Fargo's acquisition of Wachovia Corporation in 2008, he was appointed to the Management Committee of Wells Fargo & Company.

Active in industry and civic affairs, he serves or has served, on the boards of the Securities Industry Association (as Chairman the last two years), United Way of Greater St. Louis, Stifel, Missouri Botanical Garden, The Muny, CityArchRiver 2015, Washington University, University of Richmond, Urban League of Metropolitan St. Louis, Federal Reserve Bank of St. Louis, Opera Theatre of St. Louis and Variety – the Children's Charity and Eskimo Pie. Ludeman also chaired the St. Louis Regional Chamber and Growth Association and was a member of Civic Progress, St. Louis.

Danny is the Chairman and CEO of Concordance, an expansion of Project COPE, which assists individuals in successfully re-integrating into society from prison. This nonprofit is the first of its kind in America, a true public, private and academic partnership offering holistic integrated services including cognitive behavioral programs, mental health and substance abuse treatment, employment readiness, employment, housing and mentoring. It will help restore thousands of individuals, families and communities thus contributing to the safety and vitality of the St. Louis community.

Danny has a Masters degree in Business Administration from William and Mary and a Bachelor of Science degree in Economics from Virginia Commonwealth. Danny is married to Susan Ludeman. Susan is an active supporter of St. Louis community activities and causes. Her volunteer efforts include service to Holy Trinity Catholic School where she played a leadership role in the establishment and expansion of a school library. Susan and Danny have four children, Danny Jr., Allie, David and Caroline. Susan is a graduate of Sweet Briar College.