

**SimonDavis Asset Management, Inc.  
Form ADV Part 2B Brochure Supplement**

**Michael P. Riordan**  
*Updated: January 16, 2012*

SimonDavis Asset Management, Inc.  
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**Item 2. Educational Background and Experience:**

**EDUCATION:**

**Darden Graduate School of Business at The University of Virginia**  
*Masters in Business Administration (MBA)*

**University of Virginia**  
*B.S. in Economics*

**Business Experience:**

**SimonDavis Asset Management, Inc.** 01/2012 to Present  
*Vice President*

**MarketBridge, Inc.** 01/2004 to 01/2012  
*Senior VP & GM, Analytics*

**Host Communications, Inc** 11/1996 to 05/2001  
*General Manager*

**Item 3. Disciplinary Information:**

None

**Item 4. Other Business Activities:**

Michael Riordan will be spending approximately 1-2 days per month consulting with his old firm, MarketBridge, to help smooth the transition of that firm's clients following his departure. MarketBridge is in the consulting industry and provides sales and marketing consulting and analytics support to Fortune 500 companies. Mr. Riordan's consulting agreement currently runs through May of 2012 and he is compensated as a 1099 contractor for this work.

**Item 5. Additional Compensation:**

Michael Riordan will receive additional compensation for the consulting arrangement with MarketBridge in addition to his SimonDavis Asset Management compensation.

**Item 6. Supervision:**

SimonDavis Asset Management, Inc. closely monitors the recommendations and planning provided by all of its investment professionals. This is done through monthly and annual compliance meetings,

random Associate audits, planned file reviews, clear and concise internal policies and procedures, and strict adherence to all industry laws and regulations. For additional information regarding our internal quality and control procedures please contact: David A. Simon, President of SimonDavis Asset Management at (800) 466-8376; or, via email at: [dsimon@simondavisinc.com](mailto:dsimon@simondavisinc.com).