



Innovation Partners, LLC
Committed to Increasing Profits

INNOVATION PARTNERS LLC

Plantation Center Office Complex

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Matthews, NC 28105

(704) 708-5461

www.innovationpartnersllc.com

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This Brochure provides information about the advisory personnel on whom you may rely for investment advice. Please contact IPLLC if you did not receive our Brochure (ADV Part 2A) or if you have any questions about the contents of this supplement. Additional information about IPLLC or advisory personnel is available on the SEC's website at www.advisorinfo.sec.gov.

Advisory Personnel

Michelle Richter

CRD#: 5630944

Innovation Partners LLC: Form ADV, Part 2B Michelle Richter

Item 2- Educational Background and Business Experience

Michelle Richter

Date of Birth: July 28, 1979

Education

MBA, Columbia University Graduate School of Business, 2005

BA, Economics, Wesleyan University, 2000

Michelle Richter is an Investment Advisor Representative and a Registered Representative in the state of New York. She passed the FINRA Series 7, 24, 53 and 66, exams and is a licensed life and health insurance broker in the state of NY.

Business Background:

Innovation Partners LLC: 03/2014 – Present – Investment Advisor Representative and Registered Representative

Crown Global Insurance Group: 01/2013 – Present– SVP Institutional Solutions

ASAPH Advisors: 07/2012 - 12/2013 – Managing Director

New York Life Insurance Company: 05/2005 – 03/2012- Vice President Advanced Markets

New York Life Securities and Eagle Strategies: 05/2010 -03/2012 – Chief Operations Officer and Vice President of Affluent Markets

Item 3 – Disciplinary Information

Registered advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Item 4 – Other Business Activities

Michelle Richter is an investment advisor representative and an insurance agent with Innovation Partners LLC. Ms. Richter holds life and health insurance broker in the state of NY.

Item 5 – Additional Compensation

Registered Investment Advisors are required to disclose if the supervised person received an economic benefit from someone who is not a client for providing advisory services. No information is applicable to this Item.

Item 6 – Supervision

The supervised person is monitored by the Chief Compliance Officer (CCO) through periodic sampling of archived emails, mandatory compliance meetings and ongoing review of marketing materials. The CCO is Patrick Sutherland.

Item 7 – Requirement for State Registered Advisors

Registered Investment Advisors are required to disclose whether the supervised person has been involved in any events related or otherwise being found liable to arbitration claims alleging damages in excess of \$2,500.00, civil or self-regulatory organization or administrative proceedings involving: investment or investment related activity, fraud, false statement (s) or omissions, theft, embezzlement, wrongful taking of property, bribery, forgery, counterfeiting, extortion, dishonest, unfair and unethical practices. No information is applicable to this Item.

Registered Investment Advisors are required to disclose whether the supervised person has been the subject of a bankruptcy petition. No information is applicable to this item.