

◆ **Leadership: Jocelyn David-Greenlaw**

President, DA Market Securities, Inc.

Entrepreneurial Roots • 20+ Years U.S. Wealth Management Experience • Passionate About Financial Empowerment

Jocelyn David-Greenlaw has dedicated her life to finance, business, and service. Raised alongside her siblings in a family of entrepreneurs, she was immersed from childhood in a wide range of ventures — including jewelry and pawnshop operations, money changing, foreign remittance and courier services, real estate, rural banking, education, and other businesses.

For **more than 20 years before moving to the U.S.**, Jocelyn was actively involved in managing these family businesses — gaining hands-on experience across multiple industries and developing a deep understanding of local financial needs and client relationships.

She then spent another over two decades in the U.S. financial services industry, holding key client-facing roles at institutions such as **Bank of America, Morgan Stanley, Bank of America Investments, Wachovia Securities, and Wells Fargo Advisors.**

Known to most as **Joy**, she returned to the Philippines and acquired DA Market Securities from her family, as her siblings continued to focus on the family's other core businesses. With a clear vision and a passion for independent financial services, Joy stepped forward to lead the transformation of DA Market into a full-service investment platform — grounded in local trust, driven by professional standards, and designed to serve both domestic and global investors.