

BARON  POINT

TODD R. HOLLANDER

PARTNER

GLOBAL HEAD OF BUSINESS DEVELOPMENT

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OVERVIEW

Mr. Hollander joined Baron Point in 2025 as a Partner, and he heads up the ETF business and works closely with the Multi-Asset Structuring team. Mr. Hollander has nearly four decades on Wall Street starting his career at **Susquehanna Investment Group** on the floor of the American Stock Exchange, as an index options trader. During his time on the exchange, he was also the first market maker to trade SPY in 1993. This is the first ETF listing in the US, and it tracks the S&P 500. After, he spent almost two decades at **Jane Street**, where he was one of the first employees and investors. He held multiple roles at Jane Street, including building and expanding both the ETF trading and customer businesses. Additionally, Mr. Hollander was Global Head of ETFs at **Old Mission Capital**.



2025 - Present

Partner, ETFs & Multi-Asset Structuring. A Wall Street and Indochina-based Merchant Bank focused on early-stage channel and project development, equity, debt, ETFs and structured note design catering to emerging markets opportunities.

May 2025 – Forward:	Baron Point Financial LLC (New York, New York)
May 2025 – Forward:	Baron Point Capital Management Ltd. (British Virgin Islands)
May 2025 – Forward:	Baron Point Financial Group SPC (Cayman Islands)



2024 - 2025

Chicago Trading Company | London | Principal Trader & Global Strategy

- Responsible for assembling and building a global trading team for the ETF business
- Established global relationships with ETF issuers and banks
- Responsible for hiring an entire team, trading, OPs, sales, etc
- Mapped out timelines and deliverables for global strategy



EXPERIENCE



2005 - Present

OLD MISSION | New York & London | Global Head of ETFs.

- Established:
 - US ETF sales business
 - Hired US Head of Sales
 - London sales business
 - Established fixed income ETF business
 - Worked with the US and London trading teams to establish a UCITS offering for the clients in the Western Hemisphere
 - Brazilian Depository Receipts (BDR) business.
 - Grew the business to account for 20% of total BDR volume



2001 - 2020

JANE STREET | New York & London | Trader

- One of the first employees and investor of a 900 plus trading organization with offices in New York, London, and Hong Kong
- Held various positions within firm from trading to sales
- Moved to London in 2009 to set up and build the customer business
 - Organically grew both the trading and customer businesses so they were closely aligned, which enabled us to achieve maximum PnL
 - Established trading desks to cover all underlying asset classes
- Concentrated on ETF sales and developing strong relationships with issuers and large asset managers
 - Worked very closely with the global trading desks to maximize trade ideas and opportunities for the firm in various asset classes
- Moved back to New York in 2014 to establish and build the customer business in the US
- Focused and identified key initiatives in Mexico and other Latin American markets
 - Grew this sector into \$40b in trade flows
- Started equities rebalance and trade flow business



EXPERIENCE



1994 - 2000

STR TRADING PARTNERS | New York | Founding Member

- Responsible for running a 60-person trading firm with operations in NY, Chicago, and San Francisco
- Traded ETFs, Options, and index options
- Handled all basket and futures trading to hedge the firm's positions



1988 - 1994

SUSQUEHANNA INVESTMENT GROUP | New York | ETF & Options Trader

- First market maker to trade SPY on its first day of trading
- Executed trades against customer orders for the firm's proprietary trading account
- Responsible for maintaining pricing models for daily trading
- Clerked for the equity options specialists and the Index options specialists
- Handled all future executions for hedging option deltas as well as maintaining all pricing sheets to support the option market makers



REGISTRATIONS

FINRA Series 7, Series 55, Series 63

