



SEC File No. 801-36104

**Brochure Supplement**

February 18, 2021

**Kevin D. McVeigh, CFA**  
**Managing Director, Senior Lead Advisor**  
CRD No. 1513999

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This brochure supplement provides information about Kevin D. McVeigh that supplements the Exchange Capital Management, Inc. brochure. You should have received a copy of that brochure. If you did not receive a brochure or if you have any questions about the contents of this supplement, please contact us at 734-761-6500.

Additional information about Kevin D. McVeigh is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2: Educational Background and Business Experience

Kevin D. McVeigh (b. 1961) is Managing Director and Senior Lead Advisor for Exchange Capital Management, Inc.

### A. Educational Background

Villanova University, Graduated cum laude	1983
Michigan State University, MBA	1986

### B. Business Background

Exchange Capital Management, Inc.	11/1995–Present
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### C. Professional Designations - Qualifications and Related Criteria

#### Chartered Financial Analyst<sup>®</sup> (CFA<sup>®</sup>)

The CFA<sup>®</sup> designation is an international professional certificate that is offered by the CFA Institute. Candidates that pursue the certification have in-depth knowledge of securities types and investment vehicles. In order to qualify for a CFA<sup>®</sup>, candidates must meet standards for examination, education, experience, and ethics. First, candidates must possess a bachelor's degree from an accredited school, or its equivalent. Second, candidates must have completed 48 months of qualified professional work experience, generally related to evaluating or applying financial, economic, and/or statistical data as part of the investment decision-making process involving securities or similar investment. Third, candidates must pass a series of three six-hour exams that covers ethics, quantitative methods, economics, corporate finance, financial reporting and analysis, security analysis, and portfolio management. Finally, candidates must meet and continue to adhere to a strict Code of Ethics and Standards governing their professional conduct, as reviewed by the CFA Institute.

## Item 3: Disciplinary Information

Kevin McVeigh does not have any disciplinary action to report. Public information concerning his registration as an investment advisor representative may be found by accessing the SEC's public disclosure site at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 4: Other Business Activities

There is nothing to report for this item.

## Item 5: Additional Compensation

There is nothing to report for this item.

## **Item 6: Supervision**

Supervision of Kevin McVeigh is performed by Michael Reid, Managing Director and Chief Compliance Officer, through reviews of internal transaction and security holdings reports, electronic and physical correspondence, and other internal reports as mandated by the firm and its regulatory authorities. Michael Reid can be reached at 734-761-6500.