



# American Alternative Capital Welcomes Michael Scherer and Stacy Deru to Expand Technology-Driven Investment Solutions

**July 2025** – American Alternative Capital, LLC (“AAC”) is pleased to announce the addition of Michael Scherer and Stacy Deru to its team. This strategic expansion highlights AAC’s continued commitment to delivering innovative investment alternatives through a collaborative, technology-forward model.

Scherer and Deru bring a combined 50 years of experience in financial services, with deep expertise across Family Offices, RIAs, Broker-Dealers, and Tax Planning firms. Their addition strengthens AAC’s consultative approach, focused on providing customized investment solutions, education on alternative strategies, and support to planning-centric firms seeking to enhance outcomes for their clients.

*“We are thrilled to welcome Michael Scherer and Stacy Deru to the AAC team,”* said Jason Kavanaugh, President & CEO of American Alternative Capital, LLC.

*“Their extensive industry background as well as robust connections in the Broker-Dealer, RIA, and Family Office space bring strategic insight that will be instrumental in helping AAC continue to deliver value to our clients and partners. Their vision aligns perfectly with our commitment of continued growth and innovation at AAC, and we look forward to both Mike and Stacy playing an instrumental role in our firm’s continued success.”*

With AAC’s foundation as a Managing Broker-Dealer and its access to distinctive offerings, Scherer and Deru will help elevate AAC’s mission of delivering high-impact, planning-aligned investment options. Their consultative methodology complements the firm’s broader mission, educating partner firms and their clients, facilitating access to specialized resources, and simplifying complex transactions.



## **About Michael Scherer**

Michael Scherer has over 25 years of experience spanning venture capital, family office services, and securities wholesaling. He has guided clients through a variety of investment strategies and is passionate about leveraging fintech to connect advisors with innovative solutions. He holds an MBA from DePaul University with concentrations in Financial Analysis and Real Estate Investments and is also a licensed realtor in Cincinnati.

## **About Stacy Deru**

Stacy Deru brings over two decades of leadership in business operations, development, and risk management. She has built a strong reputation for partnering with advisors, CPAs, and attorneys to help them meet evolving client needs. A graduate of the University of Wyoming, she remains engaged with her alma mater through her service on the alumni association board. Stacy currently resides in Tennessee, where she continues to support advisory practices across the U.S.

## **About American Alternative Capital, LLC**

American Alternative Capital is a Managing Broker-Dealer focused on sourcing, structuring, and distributing high-quality alternative investments. Through strategic partnerships, AAC helps financial professionals deliver enhanced value to their clients with a focus on education, alignment, and execution.

---

*Securities offered through American Alternative Capital, LLC<sup>SM</sup>, member [FINRA/SIPC](#).*

*This is for informational purposes only and should not be relied upon as investment, tax, or legal advice. Historical performance is not a guarantee of future results.*