



Shlomo Benartzi

**Professor and Co-Chair of the
Behavioral Decision-Making Group
UCLA Anderson School of Management
Co-Founder, the Behavioral Finance Forum**

Professor Shlomo Benartzi is a **leading authority on behavioral finance** with special interests in retirement planning, investor behavior and behavioral wealth management. He received his Ph.D. from Cornell University's Johnson Graduate School of Management, and he is currently co-chair of the Behavioral Decision-Making Group at UCLA Anderson.

Professor Benartzi is also co-founder of the **Behavioral Finance Forum**, which is a collective of 40 prominent academics and 40 major financial institutions from around the globe. The Forum's mission is to help consumers make better financial decisions by fostering collaborative research efforts between academics and industry leaders.

Professor Benartzi's most significant research contribution is the development of **Save More Tomorrow™ (SMarT)**, a behavioral prescription designed to help employees increase their savings rates gradually over time. Along with Richard Thaler of the University of Chicago, he was recognized by Money as one of 2004's "Class Acts" for SMarT's success - increasing savings rates in one plan from 3.5% to 13.6%. The SMarT program is now offered by approximately half the employers in the US and a growing number of employers in Australia and the U.K.

Professor Benartzi has supplemented his academic research with practical experience, serving on the advisory boards of the Alaska State Pension, Fuller and Thaler Asset Management, Guggenheim Partners, Morningstar and the U.S. Department of Labor. He has been voted the 4th most influential person in the industry by the 401kWire.

NOW IS THE TIME...

Professor Benartzi's presentations are ideal for plan sponsors, financial planners, RIAs, broker dealers, high-net-worth clients, and "behavioral finance entrepreneurs," among others curious to learn more about the practical applications of behavioral finance. His presentations are dynamic, entertaining, and most importantly, provide real takeaways that will change the way you think.