



Susan Bradley, CFP®, CeFT®

Founder

Sudden Money® Institute and Financial Transitionist® Institute

Susan Bradley, CFP®, CeFT® is the founder of the Sudden Money® Institute (www.suddenmoney.com), which began 20 years ago as a *community of practice* seeking to better serve their financial planning clients by developing process and tools for the personal side of money and for clients going through transitions. This think tank created the Certified Financial Transitionist® (CeFT®) designation, and a division for training and certification called the Financial Transitionist® Institute. Susan has served on the FPA's National Board of Directors, she has served on the National Football League's Players Association's Financial Education Advisory Board, and she serves as the Dean of Transitions for the Council of Deans of the Purposeful Planning Institute.

She is a founding member of the Nazrudin Project studying the psychology of money since 1994. She is seen and heard frequently in the national media, including *NBC's Nightly News*, CNN, NPR, *The Wall Street Journal* and *The New York Times*. She is the author of *Sudden Money: Managing a Financial Windfall* (Wiley 2000), and *Shaping Change, How to Respond When Life Disrupts Your Retirement Plans*. Her TEDx Wilmington Women talk is called, "*Change launches you into the next great chapter of your life, whether you like it or not.*" It can be found at: <https://www.youtube.com/watch?v=kcf7zbW1C7Y>

She is the recipient of the Insiders Forum Iconoclast Award 2017.