



Jay Mooreland, MS, CFP®

The Behavioral Finance Network

Jay Mooreland is passionate about progress. Progression comes from learning—both from others and from our own mistakes. As an investor and advisor, Jay made many mistakes and saw countless others make mistakes. He created *The Emotional Investor* blog to help advisors understand why investors make those mistakes and learn correct perceptions so we can improve our future outcomes.

To help advisors increase their value and coach their clients to make better financial decisions, Jay founded The Behavioral Finance Network and has created several behavioral applications for their business. In addition to speaking across the globe on the topic of investor behavior, he published several articles in industry journals and wrote the Amazon best seller, *The Emotional Investor: How Biases Influence Our Investment Decisions...and what you can do about it*.

Originally from California, Jay now lives in the Twin Cities of Minnesota. He earned a Bachelor of Science in Finance from San Jose State University and a Master of Science in Applied Economics from the University of Minnesota.