



Dr. Sarah Newcomb

Director of Behavioral Science, Morningstar

Dr. Sarah Newcomb is a director of behavioral science at Morningstar where she works to incorporate the findings of academic research into tools that make people make better long-term financial decisions. Her work on the psychology of money management has earned mentions in the NYT, Wall Street Journal, Forbes, and other notable media outlets. She is a regular contributor to Morningstar, InvestmentNews, and Psychology Today, and author of *Loaded: Money, Psychology, and How to Get Ahead Without Leaving Your Values Behind*.

Website and Social Media:

Twitter: https://twitter.com/finance_therapy