



Greg Ward, CFP

**Director, Financial Wellness Think Tank
Financial Finesse
El Segundo, California**

Greg Ward is the director of the Financial Wellness Think Tank at Financial Finesse, where he guides the think tank team's industry-leading research on workplace financial wellness best practices and employee financial trends. He has served as vice chair of EBRI's Financial Wellbeing Research Center and is a frequent resource in the media on workplace financial wellness and employee financial challenges, including *USA Today*, the Huffington Post, *BenefitsPro* and *401(k) Specialist*. As one of the original Certified Financial Planner™ professionals at Financial Finesse—the nation's first workplace financial wellness firm—Ward has developed comprehensive industry standards for designing, delivering and measuring the ROI of workplace financial wellness programs delivered as an employer-paid benefit.