



JENNIFER OPENSHAW

Called “one of the most passionate advocates for women” by CBS, Jennifer Openshaw is a nationally known financial leader and advocate for economic empowerment.

During her career in government, nonprofits and the financial industry – with expertise in finance, education, and technology innovation – she has become a valuable ally to experts and the media – from Oprah and Today to CNN, Fox, and CNBC.

Jennifer began her career as Press Secretary to California State Treasurer Kathleen Brown, where she initiated the state’s Bank-at-School program for financial education.

Her financial industry experience includes top roles in the Investment Management Group at Bank of America, at Wilshire Associates (producer of the Wilshire 5000 Index), and at JPMorgan Chase, where she served as Senior Vice President of Corporate Marketing. She has also produced financial education tools, platforms, and curriculum used by over a half-million consumers, schools, and companies including Dell, Nike, Allstate, and Microsoft. Today, Jennifer serves as Chair of Consumer Action’s Advisory Board and columnist for Dow Jones’ MarketWatch. She most recently served as President of a social network for the investment industry.

Jennifer is perhaps most known as CEO & Founder of [Women’s Financial Network](#), a company created by women, for women, which was later acquired by Wall Street legend Muriel Siebert. WFN featured financial education, investment tools, and a network of pre-screened advisers meeting a unique Code of Conduct. For her work, Jennifer was named one of the Internet’s 25 Rising Stars by *Internet World* magazine.

Jennifer is the author of two books: *What’s Your Net Worth?* (Perseus), a financial planning guide for women turned into a Public Television Show, and *The Millionaire Zone* (Hyperion), about the social networking strategies of the wealthy. Her third book, *The Socially Savvy Advisor: Compliant Social Media for the Financial Industry* (Wiley) will be released this Fall.

Jennifer has appeared on Oprah, Bloomberg, NBC, CBS, ABC, CNN, CNBC and Public Television and her work has been featured in numerous publications including American Banker, USA Today, Business Week, and the New York Times.

A Rotary Scholar, she holds an MBA and BA from UCLA. She is a member of the New York Economic Club and was a gubernatorial appointee to the California Commission on Government Efficiency.