

Money, Mind, and Meaning: Illuminating Lives Through Knowledge and Purpose

Brigham Young University was more than an academic institution; it was the spark that ignited my life's mission. It shaped my understanding of faith, purpose, and the human side of finance. My education at BYU became the foundation for a career helping others not just manage money, but use it to build meaningful lives.

Studying psychology at BYU introduced me to behavioral finance—the realization that money is more about emotions, biases, and narratives than numbers. This understanding led me to write four books, including a New York Times bestseller, now translated into 17 languages. I built a career in fintech, developing tools that blend behavioral science with technology to improve financial decision-making. My podcast, *Standard Deviations*, in the top 1% globally, helps people make smarter financial choices aligned with their values.

Beyond accolades, my greatest joy is seeing lives transformed. BYU instilled in me a belief that education is a beginning, not an end—that we are called to be lights unto the world. That light continues to grow, illuminating both my path and the paths of those I reach through writing and speaking.