
**Greg Ward, Director, Financial Wellness Think Tank,
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Greg Ward, CFP®, is the Director of the Financial Wellness Think Tank at Financial Finesse, where he oversees industry-leading research on financial wellness best practices and trends, looking at both the workplace environment and employee sentiment. Recent examples include studies on the shifting financial priorities of Millennials and Gen Z and longstanding racial financial wellness and wealth gaps. Greg served as the 2020-21 Vice Chair of EBRI's Financial Wellbeing Research Center and is a frequent resource in the media, including USA Today, the Huffington Post, BenefitsPro, 401(k) Specialist, and Benefits Magazine. As one of the original CERTIFIED FINANCIAL PLANNER™ professionals at Financial Finesse—the country's leading independent provider of workplace financial wellness benefits—Greg has developed comprehensive industry standards for designing, delivering, and measuring the ROI of financial wellness programs delivered as an employer-paid benefit. Greg also derives great personal value from his additional role as a Personal Financial Coach, where he helps Financial Finesse users reach their potential for financial wellness. Greg holds a Bachelor of Science in Statistics from the University of California, Davis.

