

**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 guides the Think Tank team's industry-leading research on workplace financial wellness best practices and employee financial trends. He is the sitting Vice Chair of EBRI's Financial Wellbeing Research Center and a frequent resource in the media on workplace financial wellness and employee financial challenges, including [USA Today](#), the [Huffington Post](#) and [BenefitsPro](#). As one of the original Certified Financial Planner™ professionals at Financial Finesse—the nation's first workplace financial wellness firm—Greg has developed comprehensive industry standards for designing, delivering and measuring the ROI of workplace financial wellness programs delivered as an employer-paid benefit. For more information about Greg, please see [about Greg Ward](#).

