



# Cynthia Harrington, CFA



## SPEAKING

I speak to groups and organizations who are applying innovations in technology and behavior.

Featured Speaker: International Federation of Employee Benefit Plans 63rd Annual Conference October 2017  
*"Behavioral Finance and Financial Planning"*

CFA Societies Edmonton, Calgary, September 2018  
*"CyberCFA: Applying Behavioral Technology"*

Speaker topics:  
*Applying Behavioral Finance: Technology Needed*  
*CyberCFA: Fintech as Career Path*

### Behavioral Finance: A Passion and a Profession

I've been on the forefront of uses of behavioral finance for almost two decades. I co founded the Applied Behavioral Finance Group at CFALA in 2002; the following year I profiled four leading researchers.

Beyond Belief featured Vernon Smith, Ph.D. (Nobel 2002); Richard Thaler, Ph.D. (Nobel 2017); Robert Shiller, Ph.D. (Nobel 2013); and Hersh Shefrin, Ph.D.

Our consulting work leads us to the cutting edge of these applications in tech-enabled behavioral change. Essentia Analytics improves active asset management decisions and our Candidate Success Package uses increase candidates' probability of passing their exams.

*"I hadn't thought of that in that way before."  
"Engaging, challenging, insightful."*

Cynthia Harrington, CFA is a prolific writer and speaker, and a serial entrepreneur with successful companies in technology and investment management. She holds the CFA chartered financial analyst designation, is a behavioral finance consultant, and award-winning journalist.

Sagespring Associates developed proprietary measurement tools that generate data for results oriented consulting. The Candidate Success Package is a data-driven solution that compares candidates to norm of investment professionals that leads to successful exam performance. She is the Senior Consultant for the groundbreaking behavioral application Essentia Analytics, Ltd. and consultant on investor psychology for regulation crowdfunding marketer CrowdfundX.

She has published over 450 articles and two textbooks including the Corporate Finance text for the CFA Program; she was cited as one of the "fifty prominent authority on performance measurement" and won an editor's award for distinguished article of the year for her piece on "The Value Proposition of Sarbanes Oxley" from Journal of Accountancy. She is a member of the CFA Institute, and a founding member of the Applied Behavioral Finance Group of CFALA and the Global Advisory Council of 100 Women in Finance.

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