

Dan Iannicola, Jr.

President and CEO, The Financial Literacy Group

Dan Iannicola, Jr. is a leader in the financial literacy movement and since 2009 he has headed an international consulting firm helping organizations of all types and sizes design, produce and deliver financial education programs, materials, research and evaluations. Prior to this role, Mr. Iannicola was the US government's lead official on financial literacy matters serving for over five years as the Deputy Assistant Secretary for Financial Education at the US Department of Treasury. Mr. Iannicola served under both Secretary John Snow and Secretary Hank Paulson.

During his tenure at Treasury, he led the Office of Financial Education, which expanded and improved financial education efforts across the country. Specifically, these activities included testifying before the US Congress, creating the first-ever US national strategy on financial literacy and advising companies, schools, non-profits and state, local and foreign governments on financial education programs and strategies. He also coordinated a financial education commission of 20 federal government agencies, commissioned the first US National Financial Capability Baseline Study for adults and served as the first Executive Director of the President's Advisory Council on Financial Literacy.

While at Treasury, Mr. Iannicola created and implemented a number of programs to promote financial inclusion by helping underserved consumers gain access to the financial system and avoid predatory lending products. Mr. Iannicola also implemented a number of youth initiatives during his Treasury tenure including specialized curricula, a nationwide financial literacy contest and a multimedia campaign.

In addition to implementing policies and programs from Washington, DC, Mr. Iannicola maintained a very active speaking schedule taking part in hundreds of events around the US and abroad. Mr. Iannicola has appeared on television, on radio and in numerous print publications including *The Wall Street Journal*, *Washington Post*, *LA Times*, and *US News & World Report*.

Before joining Treasury, Mr. Iannicola acquired an extensive background in education including roles as a school board president, adjunct professor of business law and an official at the U.S. Department of Education. His first career however, was practicing law. For eight years prior to joining the government, Mr. Iannicola was an attorney in the financial services industry. He is a native of St. Louis, Missouri and a graduate of the Wharton School of Business, the University of Illinois College Of Law, and the American University Graduate School of Communication.