



Teaching Personal Finance

Conference | Stanford University

Program

September 25, 2026

- 8.30 to 9.00 a.m.** **Registration and breakfast**
- 9.00 to 9.15 a.m.** **Introductory Remarks**
Annamaria Lusardi, Michael Boskin, and John Shoven, *Stanford University*
- 9.15 to 10.15 a.m.** **Keynote Address: Bringing Economic and Financial Thinking to Everyday Life**
Speaker: **Justin Wolfers**, *Professor of Public Policy and Economics, University of Michigan, Founder of Platypus Economics*
Moderators: **Michael Boskin** and **Annamaria Lusardi**, *Stanford University*
- 10.15 to 10.30 a.m.** **Break**
- 10.30 to 11.30 a.m.** **Session 1: How Colleges and Universities Can Strengthen Personal Finance Education in High Schools (plenary)**
Speakers: **Eli Lesser**, *Senior Executive Director of the Wharton Global Youth Program, University of Pennsylvania*; **Beth Kobliner**, *Financial Journalist and Creator of Get A Financial Life NYC*
Moderator: **Tim Ranzetta**, *Co-Founder and CEO, NextGen Personal Finance*
- 11.30 to 12.30 p.m.** **Session 2: An International Focus on Personal Finance Teaching (plenary)**
Speakers: **Elena Beccalli**, *Rector, Università Cattolica del Sacro Cuore, Milan, Italy*; **Miguel Ferreira**, *Professor of Finance, Nova School of Business and Economics, Portugal*
Moderator: **Natalya Guseva**, *Head of Financial Markets and Resilience Initiatives, World Economic Forum*
- 12.30 to 1.30 p.m.** **Lunch and Learn**
An opportunity to connect over an informal, guided conversation, with each table hosted by a guest on a specific topic.
- **Financial Literacy for Student Athletes: Preparing for Life After the Game**
 - Table host: **Josh Childress**, *former NBA player*
 - **Making the Case for Personal Finance: Strategies for Fundraising and Securing Institutional Support**
 - Table host: **Michelle Heeseman**, *Director of Principal Gifts, Stanford Graduate School of Business*
 - **The Power of Stories: Using Narratives to Bring Personal Finance to Life in the Classroom**
 - Table host: **Irene Foster**, *Professor of Economics, The George Washington University*
 - **The Ripple Effects of Financial Education: Lessons from Expanding Personal Finance Beyond the Classroom**

- Table host: **Gustavo Barboza**, Reynolds Endowed Chair in International Business, *College of Business, Loyola University New Orleans*

- **Learning from Each Other: The Power of Peer-to-Peer Financial Coaching**

- Table host: **Ann Marie Hibbert**, *Professor of Finance, West Virginia University*

1.30 to 2.30 p.m.

Session 3: AI in Financial Education (concurrent)

Speakers: **Jodi Letkiewicz**, *Assistant Professor, California State University, Northridge*; **Daniel Chi**, *Chair, Department of Finance, University of Las Vegas, Nevada*; **Hakan Ozyilmaz**, *Associate Director of Impact Evaluation, IFDM*
 Moderator: **Angela Amarillas**, *Program Director, Stanford Financial Wellness*

Session 4: Wealth Building in Early Years (concurrent)

Speakers: **Guglielmo Briscese**, *Director, Center for AI and Insights, Applied Economics and Behavioral Science at Vanguard*; **J. Michael Dedmon**, *Managing Director, Research and Innovation, National Endowment for Financial Education*; **Libby Schaaf**, *President & CEO, Bay Area Council*
 Moderator: **Olivia Mitchell**, *Professor of Insurance/Risk Management and Business Economics/Policy, Wharton School of Business, University of Pennsylvania*

2.30 to 2.55 p.m.

Break

2.55 to 3.55 p.m.

Session 5: Using Data to Strengthen Teaching (concurrent)

Speakers: **Diego Mendez-Carbajo**, *Senior Economic Education Specialist, Federal Reserve Bank of St. Louis*; **Annamaria Lusardi** and **Matthew Lang**, *Initiative for Financial Decision-Making (IFDM)*
 Moderator: **Carlos Garriga**, *Director of Research, Federal Reserve Bank of St. Louis*

Session 6: Money and Women (concurrent)

Speakers: **Caезilia Loibl**, *Chair of Consumer Sciences Program, Ohio State University*; **Mahnaz Mahdavi**, *Professor of Economics, Smith College*; **René Heavlow**, *Director of the Conway Innovation & Entrepreneurship Center, Smith College*
 Moderator: **Stacey Vanek Smith**, *Senior Economics Writer, Bloomberg Businessweek, and co-host of the Everybody's Business podcast*

4.00 to 5.00 p.m.

Session 7: A Multidisciplinary Look at Sports Betting (plenary)

Speakers: **Paul Oyer**, *Professor of Economics, Stanford Graduate School of Business*; **Anna Lembke**, *Professor and Medical Director of Addiction Medicine, Stanford University School of Medicine*; **Nick Grasley**, *Consultant, National Economic Research Associates*, and **Matthew Lang**, *Lecturer, IFDM*
 Moderator: **Michael Canady**, *Chief Operating and Financial Officer, Stanford Graduate School of Business*

5.00 to 5.15 p.m.

Closing: Materials & Resources for Teaching: Tools and Data
Annamaria Lusardi and Matthew Lang, IFDM

5.15 to 6.00 p.m.

Reception with drinks and light bites