

## PRESIDENT'S ADVISORY COUNCIL ON FINANCIAL LITERACY

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### LAURA LEVINE

EXECUTIVE DIRECTOR  
JUMP\$TART COALITION FOR PERSONAL FINANCIAL  
LITERACY

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Laura Levine has devoted her career to helping people of all ages better understand financial services through marketing and outreach, communications, and most recently, through education. In 2004, she became only the second executive director of the JumpStart Coalition for Personal Financial Literacy, a Washington DC-based coalition of more than 180 national partners and 48 affiliated state coalitions, which share a commitment to "financial smarts for students" in kindergarten through college.

Laura began her career with Vista Federal Credit Union at the Walt Disney Studios in Burbank, CA, and served as Vice President of Communications and Marketing for the California Credit Union League. She relocated to become a credentialed, Capitol Hill correspondent for a credit union trade publication before moving into the securities industry. Laura served as Director of Editorial Services for the National Association of Securities Dealers and, later, as Director of Education and Information for the NASD Office of Individual Investor Services. From 1999-2004, Laura was Director of the NASDAQ Educational Foundation.

Since taking over at JumpStart, Laura has continued raise awareness about financial literacy through presentations and the media, while growing the coalition at both the state and national levels. Laura has served on a number of boards and committees, including the Industry Advisory Committee for DC Public Schools, and she was recently named to the President's Advisory Council on Financial Literacy by President George W. Bush. A native of Los Angeles, Laura holds a degree in Broadcast Journalism from the University of Southern California and is a graduate of the Western CUNA Management School. She does not consider herself a financial expert, but rather, a staunch advocate for financial education and information.