



The Economics and Psychology of Individual and Household Financial Decision Making

April 28, 2015 at 6 PM
New York

When seeking to better understand the mindset of your investors, have you ever considered how important knowing how individual and household financial decisions are made could be? Join 100 Women in Hedge Funds and the Council for Economic Education for an exclusive event featuring Brigitte Madrian, the Aetna Professor of Public Policy and Corporate Management at the Harvard Kennedy School. Brigitte will discuss her research focusing on the economics and psychology of individual and household financial decision making. The event will be moderated by Samantha Kappagoda, Chief Economist and co-founder of Risk Economics, Inc.

Participants

Brigitte Madrian, Harvard Kennedy School
Samantha Kappagoda, *Moderator*, Risk Economics

Event Details

Date: April 28, 2015

Time: 5:15 PM Registration.

We will begin *promptly* at 6 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails will follow.

Hosts: Schulte Roth & Zabel and Council for Economic Education

Location: Schulte Roth & Zabel LLP

919 Third Avenue, 24th Floor, (Entrance is on 55th Street between 2nd and 3rd Avenues), **New York**, NY 10022

RSVP:

If you have any questions about this event, please contact the [New York Education](#) committee.

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

Admission is free, but there is a \$25 charge if you register and do not attend, even if you cancel in advance. No-show proceeds will be donated to 100WHF Foundation - Celebrating Education/Investing in the Next Generation initiative, the 2015 beneficiary of 100WHF's US philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

Biographies

Brigitte Madrian, Aetna Professor of Public Policy and Corporate Management, Harvard Kennedy School
Brigitte Madrian is the Aetna Professor of Public Policy and Corporate Management at the Harvard Kennedy School. Before coming to Harvard in 2006, she was on the Faculty at the University of Pennsylvania Wharton School (2003-2006), the University of Chicago Graduate School of Business (1995-2003) and the Harvard University Economics Department (1993-1995). She is also a research associate and co-director of the Household Finance working group at the National Bureau of Economic Research.

Dr. Madrian's current research focuses on behavioral economics and household finance, with a particular focus on household saving and investment behavior. Her work in this area has impacted the design of employer-sponsored savings plans in the U.S. and has influenced pension reform legislation both in the U.S. and abroad. She is also engaged in research on health, using the lens of behavioral economics to understand health behaviors and improve health outcomes; in the past she has also examined the impact of health insurance on the job choice and retirement decisions of employees and the hiring decisions of firms.

Dr. Madrian received her Ph.D. in economics from the Massachusetts Institute of Technology and studied economics as an undergraduate at Brigham Young University. She is the recipient of the National Academy of Social Insurance Dissertation Prize (first place, 1994) and a two-time recipient of the TIAA-CREF Paul A. Samuelson Award for Scholarly Research on Lifelong Financial Security (2002 and 2011).

Samantha Kappagoda, Chief Economist & Co-Founder, Risk Economics

Samantha Kappagoda is Chief Economist and co-founder of Risk Economics, Inc. (www.riskecon.com), a New York City based advisory firm. She provides advisory services as well as research and development (R&D) of rigorous analytics with applications to large-scale, real-world modeling and surveillance of global macroeconomic trends, socioeconomics, demographics and geopolitics.

As lead for the RiskEcon® macroeconomic and portfolio strategy advisory practice, Samantha's areas of expertise include currency, fixed income, commodity and capital markets activity, as well as business cycle dynamics, econometric time-series and longitudinal analyses of consumer behavior, labor markets, wealth and income distribution, housing, population and immigration, political risk and international trade, resource allocation, environment, health, aging and retirement.

Samantha is co-lead investigator at RiskEcon® Lab for Decision Metrics, established at NYU Courant Institute for Mathematical Sciences in 2011, in order to apply a range of computational methods to analyze consumer and population-related societal trends. She is also Visiting Scholar at Courant Institute, and associated with the Social Media and Political Participation (SMaPP) Lab at NYU, an interdisciplinary collaboration that researches the relationships between social media and political behavior.

Previously, she was Senior Economist at Caxton Associates LP, a hedge fund established in 1983, investing in global fixed income, currencies, commodities and equities. She was a key member of Caxton Global, the firm's flagship global macro fund, which, at its peak, had approximately \$12 billion of assets under management. Her macroeconomic and demographic analytics and development of proprietary econometric models of financial markets, the global economy, central bank and related policy actions guided the firm's senior decision makers during her thirteen year tenure there.

Samantha pursues her broader research interests by serving as a senior editorial advisory board member of TheJournal of Risk Finance (JRF), an Emerald Publications journal which provides a rigorous forum for the publication, both by academics and practitioners, of theoretical and empirical research related to the financing of risk, with a long-standing focus on issues of market convergence. She was originally the founding Managing Editor of JRF in 1999, initially published by Institutional Investor Journals/Euromoney, before its successful sale to its current publisher. She has also served as Special Editor for Risk Management, for The Journal of Alternative Investments, another Institutional Investor journal.

Samantha received an M.B.A. in Analytic Finance and Statistics from the University of Chicago Booth School of Business. She also holds an M.A. in Economics from the University of Toronto, and graduated with a B.Sc. (Honors) in Mathematics from Imperial College, London.

The logo for Schulte Roth & Zabel is a dark blue square with the firm's name in white, stacked vertically: "Schulte", "Roth &", and "Zabel".

Schulte
Roth &
Zabel

WWW.SRZ.COM

About Schulte Roth & Zabel (www.srz.com)

Schulte Roth & Zabel provides the investment management community with sophisticated counsel from offices in New York, Washington, D.C. and London. Working in tandem with other practice areas in the firm, the Investment Management Group has unparalleled experience advising hedge fund managers in all aspects and stages of their business including fund structuring and marketing, investments, compliance and litigation, and management issues. With a deep understanding of the hedge fund industry from both a legal and a business perspective, we have been involved in the formation of every type of hedge fund, from long/short equity funds and event-driven funds to emerging markets funds and commodity pools. As one of the premier law firms serving the alternative investment industry, we represent over half of the world's largest hedge funds.



COUNCIL FOR
**Economic
Education**

Teaching Opportunity

About Council for Economic Education

The Council for Economic Education (CEE) is the leading organization in the United States that focuses on the economic and financial education of students from kindergarten through high school, and they have been doing so for over 65 years. They do this by educating the educators: providing the curriculum tools, the pedagogical support, and the community of peers that instruct, inspire, and guide. All resources and programs are developed by educators and delivered by CEE's national network of affiliates-over 240 across the country - and online. You can learn more about the Council for Economic Education at www.councilforeconed.org.



**100 women in
hedge funds®**

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 13,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted close to 500 industry education events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$36 million for philanthropic causes in the areas of women's health, education and mentoring.