

A woman with long brown hair, wearing a blue dress and black heels, stands on a stage. Behind her is a large blue screen displaying text. To her right is a large red TEDx logo. The stage is dimly lit, with the screen and logo providing the main light sources.

Being a little
unconventional and
up to a lot of savi

KERRY K. TAYLOR

Financial Journalist • Author • Speaker

Squawkfox.com



ABOUT KERRY

Kerry Taylor is helping humans around the world rewire their brains to master money.

In a tech-driven world dominated by social media, AI and algorithms, and uninterrupted connectivity, Kerry helps people better understand how our human biases, behaviors, and emotions around money can be influenced by everyday life pressures and technology - and what to do about it!

Combining her unique background in financial journalism and computer science focussing on human-computer interaction, Kerry excels in making sense of everyday money challenges in a world where personal finance meets behavioral science and technology.

Best known as one of the one of the world's top personal finance bloggers, Kerry's website Squawkfox.com rose to international acclaim in 2009 and was voted Canada's best money blog by *Globe and Mail* readers in 2010. *Chatelaine* named Kerry the "gold standard" for personal finance blogging in 2014 for inspiring readers around the world to make wiser financial decisions.



Kerry is a *Toronto Star* personal finance columnist, a money expert on CBC's *On The Money*, and a former financial columnist at the *Globe and Mail*. She has appeared on lifestyle shows *The Marilyn Denis Show*, *Canada AM*, and CTV's *Your Morning*. Kerry is all business on newscasts – CBC's *The National*, *BNN*, *CTV News*, and radio programs across North America. Kerry is the author of the national best-seller *397 Ways To Save Money – Spend Smarter & Live Well on Less*.

As a speaker, Kerry has spoken to technology companies, businesses, associations, education federations, government departments, law firms, and diverse groups of entrepreneurs who all want to master the mindset of money, reduce financial stress, and be entertained by our common money missteps and irrational financial habits – all to inspire real change.

Kerry is a journalism graduate from Carleton University and studied computer science at the University of British Columbia. She is currently working towards her Qualified Associate Financial Planner (QAFP) certification with the Financial Planning Standards Council.

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