

Theodore R. Daniels
Founder and President, SFE&PD
Biography

Theodore “Ted” Daniels is a global financial educator with more than 35 years of experience in spearheading strategic financial literacy and professional development training for higher education institutions, individuals, nonprofits, corporate and government organizations. Before establishing the Society for Financial Education and Professional Development, Inc. (SFE&PD), Ted Daniels worked at the U.S. Department of Housing and Urban Development where he served in managerial capacities related to finance.

In 1998, Daniels founded SFE&PD to help individuals to achieve their personal financial goals by teaching financial management skills. He realized that many Americans, especially first-generation college students and underrepresented groups, did not have access to financial literacy knowledge to manage their finances. For 20 years, SFE&PD has taught financial education to audiences of all ages, including underrepresented groups, to help them gain them skills and knowledge they need to become financially empowered. SFE&PD conducts dynamic customized financial education workshops for college students, nonprofits, foundations, private sector clients, and Federal employees. SFE&PD is often called on to create new financial literacy initiatives and help groups successfully teach and train others in financial literacy. Under Daniel’s direction, SFE&PD has become one of the nation’s leading financial literacy and professional development organizations and trained over 300,000 individuals, including 260,000 students at over 90 colleges and universities nationwide, primarily at HBCUs.

The Society also hosts innovative professional development opportunities for financial educators. Daniels directs SFE&PD’s highly acclaimed **Annual Financial Literacy Leadership Conference**, attended by educators, corporate executives, policy makers, nonprofits advocates, researchers, and students from across the nation. Techniques to increase financial literacy among Americans nationwide are identified by noted financial education experts and best practices are shared.

Daniels is currently an adjunct professor at Howard University in Washington, D.C. teaching financial literacy to Divinity students and he also taught economics at American University. He co-authored the 2015 book, *Financial Literacy Education: Addressing Students, Business, and Government Needs*, which discusses groundbreaking financial literacy efforts in the United States and abroad. Daniels has published financial education newsletters, a syndicated personal financial column, and produced a syndicated financial education TV series broadcast on PBS and cable systems nationwide. Daniels is regularly interviewed by the media for his personal financial management expertise.

In 2014, Jump\$tart Coalition for Personal Financial Literacy bestowed its William E. Odom Visionary Leadership Award to Ted Daniels for his outstanding leadership in advancing financial literacy for college **students**. This award is one of many Daniels has received for his pioneer work in the financial literacy field. The Federal Deposit Insurance Corporation (FDIC) awarded SFE&PD the Chairman’s Award for Excellence and Innovation in Financial Education in recognition of Daniels’ efforts in providing financial literacy training to students at historically black colleges and universities (HBCUs).

The impact of Daniel’s global advocacy of financial literacy was evident when the U.S. Department of Education selected Daniels to participate to incorporate financial literacy into the Program for International Student Assessment (PISA), a worldwide evaluation of the scholastic performance of 15-year-olds in 60 countries. Daniels delivered a keynote address about U.S. financial and economic literacy initiatives at the 2013 Asia-Pacific Economic Cooperation’s (APEC) Conference in Beijing, China. He played a key role in the first *Financial and Economic Literacy in Basic Education Guidebook*, published by APEC, which is a model for designing financial literacy programs in primary and secondary schools for the 21-country APEC members.

Strongly committed to helping young people from disadvantaged backgrounds, Daniels also serves as a board member of the National Center for Children and Families, an organization empowering homeless families, victims of domestic violence, and vulnerable adolescents. Daniels is on the Advisory Board for the College of Business at South Carolina State University. Originally from Atlanta, Georgia, Daniels has a Bachelor of Science degree in Business Administration with a concentration in Economics and Accounting from Fort Valley State University and a Bachelor of Laws degree from John Marshall Law School.