

Jonathan Citrin is a top keynote speaker on human behavior and behavioral finance, author, and financial advisor.

Citrin has been a speaker since 2004, giving lectures, keynotes, and presentations to audiences that include multinational conferences, business and financial professionals, students, and private groups. He has spoken to assemblies in locations ranging from Montreal to Amsterdam to Los Angeles and New York City. As an author, Citrin's writing has appeared in traditional media such as Entrepreneur Magazine and The Wall Street Journal, and in academic publications such as Journal of Indexes and Encyclopedia of Modern Money Management. Additionally, on topics ranging from decision making and the human condition to current events and policy, Citrin regularly contributes comment and analysis for leading media outlets including U.S. News & World Report, Forbes, and CNBC.

Citrin has been a financial advisor for over seventeen years. He began his career managing investment accounts at Morgan Stanley and in 2003 founded his own financial advisory practice currently based in Metropolitan Detroit.

Citrin also possesses significant experience as an educator, most recently as Adjunct Faculty of Finance at Wayne State University's School of Business where he integrated concepts of behavioral finance and human behavior into classes that included Security Analysis, Investment Policies, Advanced Corporate Finance, and International Finance.

In 2015, Citrin set up CitrinGroup Media, an independent publishing and public relations firm that disseminates his research and core philosophy.

The underlying theme that runs through all of Citrin's professional efforts is his belief that cultivating an authentic and deep understanding of the way our brains work is the key to driving positive change in our minds, our markets, and our lives.

