



## **T. Jon Williams, Ph.D., CFA Named June Volunteer of Month**



Although investing inevitably involves a lot of numbers and ratios, it also involves human emotions and biases, and the effects they have on decision-making. Our volunteer of the month for June works to shine a light on these important aspects of investment management.

Now in his second year as chair of the Applied Behavioral Finance Group, one of CFALA's largest communities of interest, T. Jon Williams arranges presentations featuring speakers who can provide insights into how humans can make better investment and financial decisions.

"We are all stewards of capital and we all operate with a certain margin of error, so it's important to try to understand the cognitive biases that are affecting us," Williams said. "People in our business are generally very well educated, so it's

important to look at other aspects that can affect the decisions we make. We try to help members understand the whole process of how those of us in the investment management business make decisions."

A longtime member of CFALA, Williams says ABFG doesn't have to go far to find experts.

"One thing we try to do is bring more visibility to behavioral experts from Southern California," he said. "There are very strong and very bright people in the field right here at the local universities and investment management firms, so we focus on them."

Like other volunteers, Williams believes in giving back, noting, "I have benefitted handsomely from my CFA designation and thought it was time for me to become more involved."

Williams, who received his Ph.D. in Economics from UCLA and has taught economics at several universities, specializes in advising institutions, families and individuals on all aspects of investment decision-making, the selection of suitable investments, education and tailoring of investment strategies. He is a member of the CFA Institute and the American Economic Association, as well as CFALA.