



EXECUTIVE FORUM '18

DEBATE. INCUBATE. ACCELERATE.

Jon Stein

Betterment

Founder and Chief Executive Officer

Jon Stein is the CEO and founder of Betterment. Passionate about making life better, and with his experience from his career of advising banks and brokers on risk and products, he founded Betterment in 2008. Jon is a graduate of Harvard University and Columbia Business School, and he holds Series 7, 24, 63, and is a CFA, Chartered Financial Analyst. His interests lie at the intersection of behavior, psychology, and economics. What excites him most about his work is making everyday activities and products more efficient, accessible, and easy to use.