



MarketPsych, LLC
New York ~ Los Angeles
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MarketPsych: Providing Unique, Engaging, and Useful Investment Psychology Keynotes and Trainings

"All economic movements, by their very nature, are motivated by crowd psychology."

- Bernard Baruch

Introduction

Behavioral finance has grown in popularity as a speaking topic for investment practitioners. And yet audience members have an all-too-common reaction; "That's very interesting," they say. "But what am I supposed to *do* with it?"

We feel their pain. It's the reason we exist - literally.

Dr. Richard Peterson and Dr. Frank Murtha formed MarketPsych in 2001 *during a behavioral finance conference* where they bonded over a common insight - the core material is fascinating, but there had to be a way to make it more practical - and entertaining - for financial professionals.

Over the last nine years we've dedicated ourselves to that end. We've delivered hundreds of presentations to over 10,000 investors, analysts, and advisors and published two books (both named "Top Financial Books of the Year" by *Kiplinger's*).

And while we take our work seriously we don't take *ourselves* too seriously. Whether it's a keynote address or a full-day workshop, MarketPsych delivers presentations that are not only educational and practical, but also interactive and fun.

From one hour keynotes to three day trainings, Dr. Peterson and Dr. Murtha speak to thousands of financial professionals annually. What keeps clients returning is the uniqueness and utility of our insights, delivered in an entertaining and participatory style.

Speaking and Training Clients in 2011:

Bank of America Merrill Lynch, John Hancock, Raymond James, RBC, CIBC World Markets, Mackenzie Investments, ManuLife, MorganKeegan, TradeTech, CFA Institute, Battle of the Quants, National Association of Financial Planners, Thomson Reuters, Sentiment Analytics World, Investment Management Consultants Association (IMCA), BBR Partners, *and more...*



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Keynote Topics

1. **Inside the Investor's Brain:** Neurofinance and the new science of optimizing investment decision-making.
2. **Social Mood Predicts the Stock Market:** How textual analysis of social and news media explains the market's mindset and helps investors better time their investments.
3. **MarketPsych's Top Five Mental Traps:** Distilled from our studies of over 10,000 investors, attendees will learn to identify and reduce the impact of the five most damaging investment biases on their (and their clients') investing.
4. **Your Investing Personality:** What it means for you, your clients, and your bottom-line.
5. **Fear Factors!** Managing your investing emotions while taking advantage of the Market's.

For Financial Advisors

1. **NEW FOR 2012! EQ Beats IQ in Financial Services:** Based on a survey of financial advisors, we have discovered unique "soft" traits that fuel advisor success. In this talk we help advisors identify and adopt the success traits that best fit their practices.
2. **Strategic Emotional Communication:** Becoming an emotionally intelligent advisor.
3. **(Re)building Trust:** How the financial industry can right itself in the post-crisis world.

Video Clips

A Short Introduction to Our Work:

<http://www.youtube.com/watch?v=YY-XEE8s4Qc>

A 10 minute sample interview with Dr. Peterson discussing strategic emotional communication with irate clients at the CFA Institute here: <http://www.youtube.com/watch?v=IEdU3uupKNA>.

About Richard L. Peterson, M.D.



Dr. Peterson has spent his career at the intersection of psychology and money. From developing quantitative models to imaging the brains of investors, Dr. Peterson has emerged as an expert in the psychology of financial decisions and sentiment analysis in news and social media. He developed the MarketPsych Ontology for Finance, which employs text mining software to identify and quantify economically predictive sentiments, and he is an internationally-recognized speaker in neuroeconomics, behavioral finance, and media language analytics.

Dr. Peterson is an investment advisor and was managing director of the psychology-based quantitative asset management firm MarketPsy Capital LLC from 2008-2010 where



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he was portfolio manager of their top-performing market-neutral fund. In the educational field he developed popular financial personality tests, published widely in academic journals and textbooks, and is an associate editor of the *Journal of Behavioral Finance*. His book, "Inside the Investor's Brain" (Wiley, 2007) was called "outstanding" and "a seminal text" on investment psychology by *Barrons*. His second book "MarketPsych" (Wiley, 2010) (with Frank Murtha, PhD) was named one of the three top financial books of 2010 by *Kiplinger's*.

Dr. Peterson appears frequently in the media including CBS Evening News, CNBC, NPR, BBC, Wall Street Journal, and the Financial Times. Dr. Peterson received cum laude Electrical Engineering (B.S.), Arts (B.A.), and Doctor of Medicine degrees (M.D.) from the University of Texas. He performed postdoctoral neuroeconomics research at Stanford University, is Board-certified in Psychiatry, and is a visiting scholar at Claremont Graduate University. He lives in Los Angeles with his family.



FRANK MURTHA, PHD

Dr. Murtha has been working with financial advisors and sales professionals for more than a decade. He began his career at the New York-based consulting firm of RHR International Company, where he assessed and developed senior executives and pioneered a specialty in the emerging field of behavioral finance. He holds a doctorate in Counseling Psychology from The University at Buffalo and has taught at UB, Penn State and New York University. A recognized gambling expert, his groundbreaking dissertation was the first to explore the effect of cognitive errors in gambling behavior. He is known for his ability to take weighty academic concepts and communicate them in a down-to-earth, practical, and humorous way. An investing psychology content expert, Dr. Murtha has been interviewed by numerous news and print media and has been featured multiple times on National Public Radio, Money Magazine, CNBC, and other media. He works as a consultant, speaker, and writer based out of New York City and his award-winning book, *MarketPsych* (co-authored with Dr. Peterson) was published in September 2010 and was named a "Top Financial Book of 2010" by *Kiplinger's*. He lives in New York City with his wife and son.

We have delivered trainings to the world's largest financial services firms over the past 5 years, with excellent feedback. In 2011 we were given the highest ratings of any presenters at several of our events. We look forward to continuing our tradition of excellence with you in 2012.