

GALIA GICHON

Independent Financial Expert, Speaker & Author

EXPERIENCE

For over 20 years, Galia has been helping people understand the world of finance and adopt wise money management skills. Her goal is to demystify personal finance, money management and investing for individuals who find money matters intimidating. Her 10 years of experience in the bond research market, owning her own business, and mentoring entrepreneurs have given her a unique perspective on personal and business finance. Her primary focus is education. She does not manage money or sell investment products. She is an objective and unbiased source of financial learning. Galia earned an MBA in Finance from Fordham University and holds a BS in Finance from the University of Florida. She has been teaching at Barnard College Athena Center for Leadership for over 10 years. She is actively involved in angel investing and accelerator programs through Her Corner Acclerator, New Wave Impact, Pipeline Angels, Astia and Refinery CT.



TOPICS

- **Women Empowerment and Money**
- **Personal Finance for Entrepreneurs**
- **Finance Fundamentals for Entrepreneurs**
- **Investing for Freelancers and Entrepreneurs**
- **Keep Your \$20's in Your 20's (FOR COLLEGE STUDENTS)**
- **Investing for College Students**

"Finance speak in the creative industries can be tricky business. Galia is all financial finesse, she understands how to design presentations and workshops that help creative entrepreneurs understand the complexities of finance while making it accessible and actionable."

Michelle Carollo, Program Manager,
NEW INC, New Museum

GALIA HAS MADE FEATURED APPEARANCES AND / OR CONTRIBUTED TO THE FOLLOWING:

Barnard College and Athena Center for Leadership
Berkeley Carroll School
Catamount Wealth Management
Creative Live
Creative Freelancers Conference
Daily Muse
Daily Worth
Fairfield Cultural Alliance
Freelancers Union
Girl Scouts
Go Girl Finance
Her Campus
The Lark Theatre

Massachusetts Conference for Women
Media Bistro
National Association of Women's Business Owners
NEW Inc. Incubator
Pennsylvania Conference for Women
Playwrights of NY
Playwrights Realm
PNC
Sarah Lawrence College
Stevens Institute of Technology
Texas Conference for Women
Women's Conference Canada
YMCA Young Women and Money

Please contact Galia Gichon for bookings
and more information at 646.831.8711 or galia@downtoearthfinance.com
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Women Empowerment and Money

Join us for an uplifting and inspiring presentation that gives women the confidence to handle their finances regardless of where they are in their career. By offering a unique combination of empowering exercises and practical action steps from an Independent Financial Expert, women will get EXCITED about taking control of their finances. They might have no money saved or millions in the bank - the message is the same. This presentation takes the fear out of dealing with budgets, investments and planning for retirement. It's all about changing your habits, changing your mindset to achieve financial wellness. Galia Gichon's solid reputation was earned through more than 20 of years experience in the financial services industry. She has helped her work with thousands of women make changes in their finances and overcome obstacles to see money changes right away!

Personal Finance for Entrepreneurs

Surviving and thriving as an entrepreneur, freelancer or startup requires strong financial management skills, but getting there can seem stressful and overwhelming. Join financial expert and Fordham University MBA holder Galia Gichon for an introduction to a painless, seven-step plan for taking control of your personal finances. You'll set financial goals, create a budget that works for you, and establish the habits that lead to financial health. You'll learn how to make financial planning less time-consuming by spending 30 minutes a week directly focused on your budget, spending, savings, and investments. You'll also learn how to create immediate growth in your savings and investment accounts. Galia will also share key techniques for taking the stress and uncertainty out of planning for retirement. You'll be able to confidently and successfully manage your personal finances, and have more time (and money!) to do the work you love.

Finance Fundamentals for Entrepreneurs

To be successful as an Entrepreneur, it is key to feel in control, gain a handle and understand your business finances. This allows you to set quantifiable goals, be clear about your earnings and manage your expenses. Then turn those projected goals into higher profits! This also includes learning business models that turn ideas into revenue, scale current resources, how to project realistic assumptions and which ratios or key numbers to regularly track. This workshop is geared towards people with variable income, work for themselves or own their own businesses. As a Business Owner, Freelancer, Entrepreneur or Artist, you can't afford not to attend! Stop being reactive; become proactive about your money!

AUTHOR

Galia has received notable recognition as the author of My Money Matters. She has been featured on the TODAY SHOW and FOX News. She has been widely quoted in The New York Times, NBC, CNN, Real Simple Magazine and The Daily News.

Investing for Freelancers & Entrepreneurs

Does saving for retirement seem challenging? Does Investing seem intimidating? It doesn't have to be. In this workshop specialized for people with variable income, learn a few key resources about Investing to get you started immediately. Whether you plan to retire in two years or twenty, there are things you can do to get your retirement savings on track. Galia Gichon will share key techniques for taking the stress and uncertainty out of planning for retirement and investing for it – no matter how much money you have saved.

This is a hands on workshop – specifically for entrepreneurs and freelancers. You will leave empowered and with a plan. Successfully manage your retirement, and have more time (and money!) to do the work you love.

Keep Your \$20s in Your 20s (FOR COLLEGE STUDENTS)

Are you looking to learn how to make smart financial decisions but don't know how to start? Come learn the basics of money management including sound tips and tactics for saving your money and the knowledge, tools, and good habits needed to make educated and responsible financial decisions for your 20s, 30s and beyond! Baffled by the idea of a budget? Nervous about living paycheck to paycheck? Do the words IRA and 401k sound like a foreign language? Start planning for your post-college life with a proactive approach to your money! After attending either of the workshops in this highly-rated, two-part series (although we encourage you to attend both), you will leave with tips and an action plan to immediately implement. All presented by an independent financial expert with 20+ years experience!

Investing for College Students

Does investing seem intimidating? Want to successfully tackle your financial future? Then, this is the lab for you! Even if you don't have any money saved, it's not too early to start thinking about how to grow your money. It takes courage to learn about investing - especially if it is not your major nor planned line of work. This lab will leave you prepared to make smart decisions that can have significant impact on your wallet regardless of what career you choose. All presented by an independent financial expert with 20+ years experience!

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