



**George Hofheimer** is the chief research officer for the Filene Research Institute, where he oversees a large pipeline of economic, behavioral, and policy research related to the consumer finance industry. He also leads a new Filene initiative focused on applied research and innovation.

George has authored numerous papers on consumer finance topics, and is a frequent presenter at national and international trade events on executive development, technology, governance, and strategic planning topics.

He has worked closely with the faculty at Harvard Business School, the Wharton School, Cornell University, Oxford University, University of California-Berkeley, London Business School and Arizona State University to develop curricula and research for the benefit of the consumer finance industry.

Prior to joining the Institute in 2005, George was vice president/chief learning officer of the Credit Union Executives Society (CUES). Prior to his career in consumer finance, he worked for a variety of public and private enterprises in the former Soviet Republic of Uzbekistan, including the U.S. Peace Corps, Price Waterhouse, American Councils for International Education and the U.S. Trade and Development Agency.

Currently he is the chair of the board of directors at the Willy Street Grocery Cooperative, an \$18 million natural foods cooperative.

He earned a BBA and MBA from the University of Wisconsin-Madison. George is the proud father of two boys and resides in Madison, Wisconsin with his wife, Carrie.