

### **Mathew Greenwald**

Dr. Mathew Greenwald established his research and consulting company, Mathew Greenwald & Associates, Inc., in June 1985. Since then, he has done strategic planning and marketing research for over 100 of the most prominent financial services companies and numerous other organizations.

Dr. Greenwald has a Ph.D. in sociology from Rutgers University. He was recently elected to the NAVA Hall of Fame. He served as a Congress-appointed delegate to the 1998 and 2002 National Summits on Retirement Savings and has also testified before the U.S. Senate Committee on Aging and the Securities Exchange Commission on retirement and retirement-oriented products. Dr. Greenwald has published numerous articles in academic journals and trade periodicals, and is frequently quoted by national print, radio and television outlets—including national publications like the New York Times, Wall Street Journal and Time. He has spoken at numerous press conferences and professional meetings.

Before starting his business, Dr. Greenwald spent 12 years at the American Council of Life Insurance. From 1977 to 1985, he was ACLI's Director of Social Research and was responsible for programs monitoring public attitudes toward financial services issues, demographic research and futures research. He is currently an elected member of the Market Research Council, a group of the country's leading market researchers. Among the companies his firm has served are AIG, AllianceBernstein, AXA, MetLife, Northwestern Mutual, OppenheimerFunds, Russell Investments, Principal Financial Group and Smith Barney.