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Variny Yim Lomax
Director of Partner and Affiliate Relations
Jump\$TART Coalition for Personal Financial Literacy

As Director of Partner and Affiliate Relations, Variny Yim Lomax serves as the principal point of contact for Jump\$TART's national Partner organizations and affiliated State Coalitions, specializing in communications, coalition building, and strategic partnerships. She took over this expanded role in 2021, after having served as Regional Director of Western States since 2007.

Variny has worked in the field of financial education for over 20 years. Previously, she was director of the American Savings Education Council (ASEC), a program of the Employee Benefit Research Institute (EBRI), and consulted for Visa, Inc. and the national PBS show *MoneyTrack*. Variny began her career as a print and broadcast journalist at *USA WEEKEND Magazine*, *USA TODAY*, and *NBC*. Later, she did public relations for high-profile companies such as Maxis/Electronic Arts, Starbucks Coffee Company, and 24 Hour Fitness.

Variny also collaborated on a personal finance book with Jessica Blatt Press called *The Teen Girl's Gotta-Have-It-Guide to Money*, and wrote a novel entitled, *The Immigrant Princess*. Born in Phnom Penh, Cambodia, Variny currently resides in the San Francisco Bay Area. She graduated from Wellesley College.