

Jump\$Start National Leadership



Laura Levine has devoted her career to helping people of all ages better understand financial services through marketing and outreach, communications, and most recently, through education. In 2004, she became executive director of the Jump\$Start Coalition for Personal Financial Literacy, a Washington DC-based nonprofit organization committed to “financial smarts for students,” and was named President and CEO in 2011. Under her leadership, Jump\$Start launched the Jump\$Start National Educator Conference, Jump\$Start Financial Foundations for Educators and J\$FFE Online, Project Groundswell and Check Your School, as well as the coalition’s social media efforts.



As director of Schwab Community Services and Charles Schwab Foundation, **Casey Cortese** champions the firm’s national philanthropic and community efforts, overseeing the strategic execution of Charles Schwab Foundation’s mission, grantmaking and partnerships. She and her team also lead the company’s robust employee community involvement work, engaging 33,000+ Schwabbies in a series of signature national volunteer and service initiatives to drive impact in local communities across the country. Casey is the Chairwoman of the Board of the National Jump\$Start Coalition for Personal Financial Literacy.



Rhonda Ashburn, CFCS, is the Executive Director of American Financial Services Association Education Foundation and current Vice Chair of the National Board of the Jump\$Start Coalition for Personal Financial Literacy. She is focused on the mission of educating consumers of all ages on personal finance concepts and helping them realize the benefits of responsible money management through the free web-based personal finance curriculum MoneySKILL®. To date, over 1.4 million users have enrolled in the program comprised of 37 different modules available at moneyskill.org.



J. Michael Collins a Professor at the University of Wisconsin-Madison. He studies household finance, especially consumer financial decisions and financial well-being over the life course. Collins leads Wisconsin’s Social Security Administration Retirement and Disability Research Consortium research center. He also chairs the UW System defined contribution retirement plan and served on the Wisconsin Governor’s Retirement Task Force. Professor Collins has a PhD from Cornell University and an MPP from Harvard’s Kennedy School. He is the Treasurer of the Board of the National Jump\$Start Coalition for Personal Financial Literacy.



Rod Griffin is Senior Director of Consumer Education and Advocacy for Experian, where he manages the award-winning national consumer education and advocacy program in North America. With more than 25 years of experience in the credit reporting and information services industry, he is an expert on consumer issues, particularly credit reporting, credit scoring and identity theft. He frequently appears in national television, print, radio and online media and presents regularly at regional and national financial literacy events. Rod is the Secretary of the Board of the National Jump\$Start Coalition for Personal Financial Literacy.



Jump\$TART National Staff & Consultants



Joel Chrisler, Advisor on Effective Financial Education, plays a pivotal role in assisting schools and educators through our Check Your School campaign, National Educator Conference, Reality Check, and National Standards. He leads the national Teen Teach-In and is staff liaison to our Education Committee.



Dan Hebert, Senior Director of Education, oversees Jump\$TART Financial Foundations for Educators and the National Educator Conference, and supports our Check Your School campaign. Behind the scenes, he provides leadership to several of our technology platforms. He is also a founder and the President of the New Hampshire Jump\$TART Coalition.



Susie Henson, Director of Communications, has wide-ranging responsibilities from our website to social media, newsletters, media relations, and more. She leads our Financial Literacy Month initiatives and is staff liaison to our Awards Committee and Communications Committee.



Suzann Enzian Knight, Director of Curriculum Resources, administers the Jump\$TART Clearinghouse and directs curriculum development for Jump\$TART Financial Foundations for Educators Online. She also serves as staff liaison for the Clearinghouse Subcommittee.



John Doyle is a founding partner of Doyle McDonald, a DC-based strategic communications firm. He has been developing and managing public-engagement campaigns for the nation's leading trade associations, charities, and nonprofits for over 25 years. He has appeared on a wide range of media platforms, from Good Morning America to The Daily Show with John Stewart.



Jump\$Start State Coalition Leaders



Mary Dyer has worked in higher education for 30 years, assisting students and families with planning, paying, and saving for higher education. For the past 17 years, she has served as a Financial Education Programs Manager at the Finance Authority of Maine, providing college access, financial education and debt management services to Maine students and families, as well as the professionals who support them. For the past 13 years, Mary has served as President of the Maine Jump\$Start Coalition for Personal Financial Literacy. Under her leadership, the Coalition was named State Coalition of the Year in 2014 and 2024.



Tena Lozano is the executive director of the Richard Myles Johnson Foundation, which is the state credit union foundation for California and Nevada. She is responsible for administering and executing the RMJ Foundation's mission of enabling credit unions to offer financial education in their communities. In the area of financial education, Tena serves on the California Department of Education's Business Education Resources Group (BERG), helping to draft standards and curriculum for Career Technical Education; and serves on the board of the California Jump\$Start Coalition, where she is chairman.



David D. Mancl is the director of the Office of Financial Literacy at the Wisconsin Department of Financial Institutions and has over 20 years of experience in the financial literacy and capability field. In this position he takes a leadership role on all issues of financial literacy and capability, and manages the department's related programs and initiatives. Wisconsin Governor Evers presented him with the Governor's Financial Literacy Award on Feb. 29, 2024. Mancl serves as Executive Director of the Governor's Council on Financial Literacy and Capability, and is President of the Wisconsin Jump\$Start Coalition on Personal Financial Education. President George W. Bush appointed Mancl to serve on the President's Advisory Council on Financial Literacy.



Buffy Murphy currently holds the position of Vice President at Cadence Bank with a focus of serving the community as the CRA Project Manager, where she has worked since 2000. She is the State President & Founding Member of the Alabama Jumpstart Coalition for Personal Financial Literacy, which was established in 2003 and is an affiliate of the National Jumpstart Coalition for Personal Financial Literacy in Washington, D.C. She is a member of Briarwood Presbyterian Church and serves in an advisory capacity for several organizations throughout Alabama. Buffy is a graduate of Mississippi State University with a Masters of Science in Workforce Education Leadership and a graduate of Belhaven University with a Bachelors of Science in Business Administration.