



TOP 10 FINANCIAL  
ADVISOR 2023

 Investopedia

 **100** 

# Elaine King

## Media Kit 2023-24

# Respected & Inspirational Top Financial Leader



Reaches 15 million households monthly through television, radio, and press. **1.**



Served as manager at Coutts Royal Bank and Bessemer Trust, largest family office in the world, impacting 1,200 families and 100 multigenerational businesses. **3.**



Entrepreneur and Founder of the Family and Money Matters™ Institute, with more than 19,000 students. **5.**



MBA from Thunderbird, Postgraduate in Family Therapy, CFP Board Ambassador, Family Mediator, and Certified in family business, finances, education AFBA™, CFP®, CDFA™, CFEI™, ICF and coach. **7.**

Has led audiences of more than 375,000 people in 250 conferences and seminars in 35 cities of Latin America, Europe, and the United States, with 90% positive results. **2.**



Award-winning author of 8 published books by Penguin, Random, Santillana, and Harper Collins. **4.**



Featured by the magazine *People in Español*, in the exclusive list of the **25 Most Powerful Latina Women** in the United States. And in **2023 Investopedia's elite list of Top 10 Financial Influential Advisors** **6.**





# Positive results with a diverse & multicultural influence



**YouTube**

+ 2.5M impressions yearly,  
300K views quarterly



**Website**

+ 30K visits monthly



**Institute**

+ 19K students



**Instagram**

+ 20K followers



**LinkedIn**

+ 4K followers



**Facebook**

+ 22K followers



# International speaker with excellent evaluations



### Impact & influence

Has conducted presentations on fun and practical strategies in 35 American and Latin American cities.



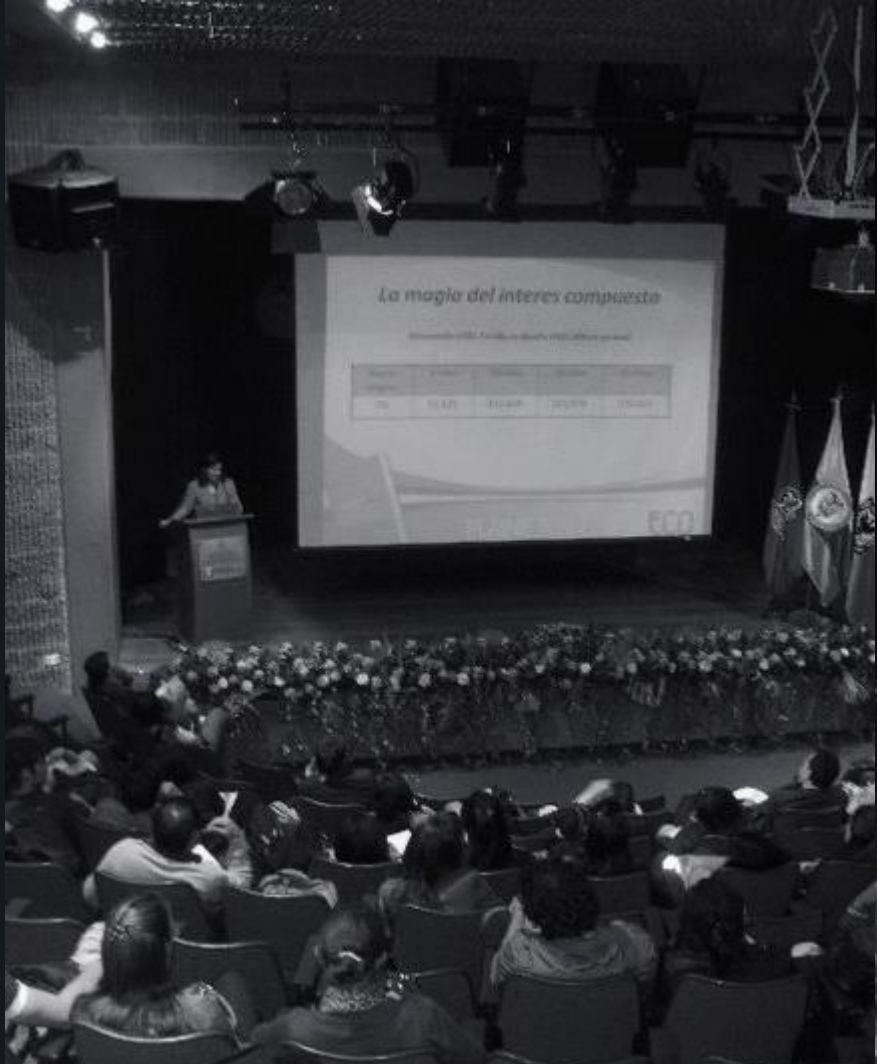
### Training and personalization

Has trained thousands of executives, positively impacting their vision, and trainers of companies with 10,000 employees.

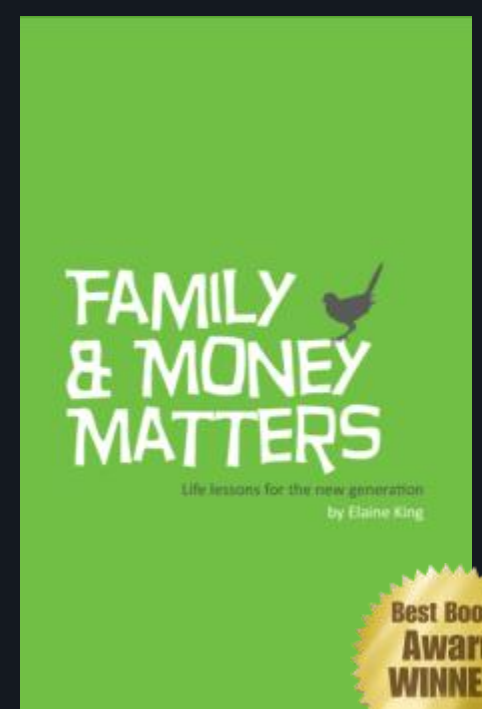
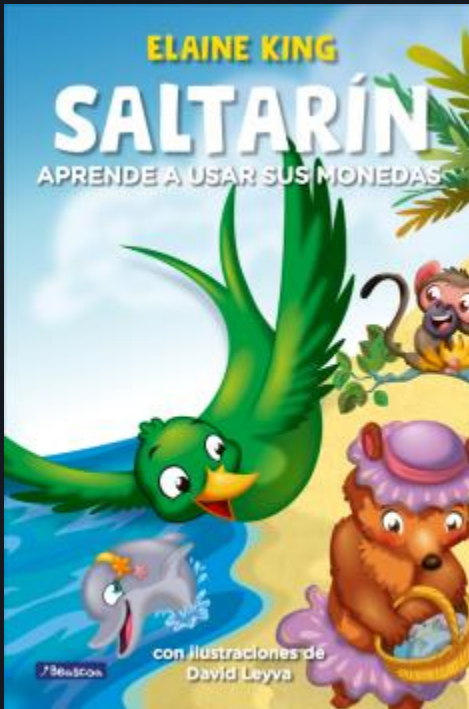
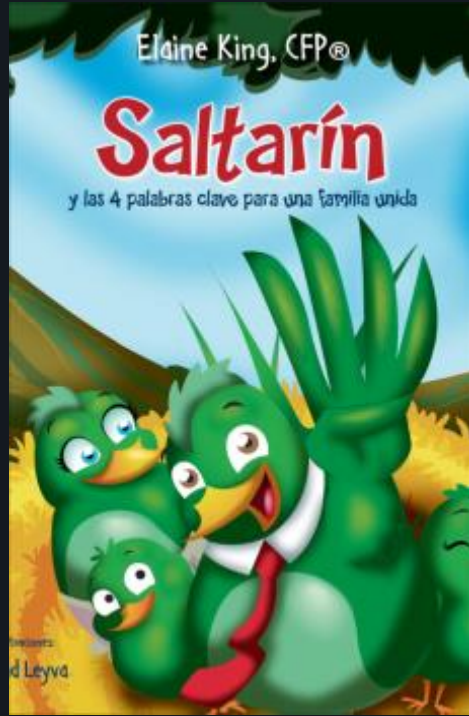


### Diverse audiences & Communities

Has impacted the diverse communities, inspiring them to transcend. Elaine received the Tumi USA Award for her achievements in the community.



# Best-selling author



## BOOKS

- *Saltarín y las cuatro palabras para una familia unida* (In English: *Saltarín and the Four Key Words to a United Family*)
- *Tu plan de Vida USA - Hecho Fácil* (In English: *Your USA Life Plan - Made Easy*)
- *Los Colores de tu Dinero* (In English: *The Colors of Your Money*)
- *Parejas Felices, Cuentas en Orden* (In English: *Happy Couples, Accounts in Order*)
- *Saltarín aprende a usar sus monedas* (In English: *Saltarín Learns to Use Coins*)
- *Los 10 Mandamientos para toda familia empresarial* (In English: *10 Commandments for Every Family Business*)

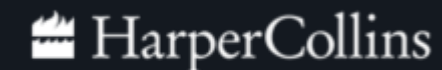
## AWARDS

### Winner of Best Latino Award

- Family and Money Matters – Next Generation
- La Familia Y El Dinero Hecho Facil



Penguin  
Random  
House



# Founder of the Family and Money Matters™ Institute, a pioneer in family financial education



Of our participants developed the habit of making budgets



Developed the habit of saving and investing



Started an emergency fund

## Sample Programs

- 1 10 Commandments for Every Family Business
- 2 Developing Millionaires
- 3 Improve your Productivity and Reduce Your Financial Stress

- 4 Couples and Money – 5 common mistakes
- 5 The 7 Colors of Your Financial Health
- 6 Reactivate the Finances of Your Stakeholders



# Media reference for the U.S & Hispanic market



Reaches 15 million people every month



Experience with +100 interviews



Diverse audience in 17 countries



UNIVISION



TELEMUNDO



# Media reference for the U.S & Hispanic market



Monthly columnist in Peru and the United States



+ 1 million impressions in press



+120 media interviews

THE WALL STREET JOURNAL

The Miami Herald

Forbes

HispanicBusiness MAGAZINE

People EN ESPAÑOL

El Comercio

VANIDADES

InvestmentNews

Bloomberg Businessweek

NASDAQ

GESTIÓN

Newsweek

Hoy

EL TIEMPO.COM

FT

FINANCIAL TIMES

Caretas

intuit mint.

SmartMoney

Finanzas Personales



## Los millennials, el secreto de la supervivencia para las empresas familiares

Las claves para prevenir y mitigar los conflictos son: planeación financiera, involucramiento de los más jóvenes e impacto social sostenible. Asimismo, se hace preciso fortalecer las habilidades "blandas" e inteligencia emocional.

**Elaboración: Dayanara Arias**

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## "Es necesaria la igualdad de género en la economía familiar"

Elaboración: Dayanara Arias

Es necesaria la igualdad de género en la economía familiar. El artículo discute el rol de las mujeres en las empresas familiares y la necesidad de políticas que promuevan la equidad de género.

## The Role of Women in Family Businesses

Elaboración: Dayanara Arias

The Role of Women in Family Businesses. Este artículo explora cómo las mujeres pueden contribuir al éxito y la sostenibilidad de las empresas familiares.

## Elaine King

EXPERTA EN FINANZAS

Elaine King, experta en finanzas, ofrece consejos prácticos para mejorar la salud financiera personal y familiar.

## Caretas

MUNDO AL BICENTENARIO

Caretas celebra su bicentenario con una edición especial que incluye historias de éxito y reflexiones sobre el futuro.

## "La felicidad no es tener dinero, es tener propósitos"

Elaboración: Dayanara Arias

"La felicidad no es tener dinero, es tener propósitos". Este artículo reflexiona sobre el significado de la vida y el papel del dinero en ella.

## Adiós al estrés antes del inicio de clases

Planificación

Consejos para enfrentar la temporada escolar sin morir en el intento. Este artículo ofrece estrategias para organizar los gastos escolares y reducir el estrés.

## Las 3 claves de las finanzas en pareja

Elaboración: Dayanara Arias

Las 3 claves de las finanzas en pareja. Este artículo proporciona consejos para manejar las finanzas familiares de manera efectiva.

## Inversiones y coronavirus

Elaboración: Dayanara Arias

Inversiones y coronavirus. Este artículo analiza el impacto de la pandemia en el mercado de valores y ofrece recomendaciones de inversión.

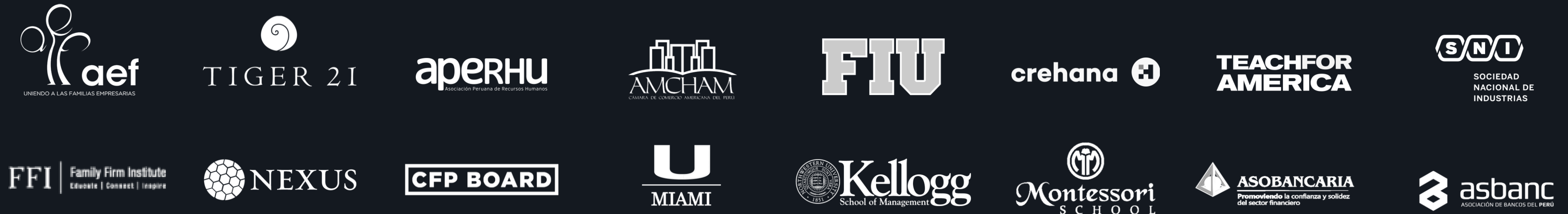


# More than 100 leading companies and businesses trust Elaine King's impact

## CLIENTS



## ORGANIZATIONS



# Proven track record impacting Latin America and the United States

## UNITED STATES



- Intuit-Financial Literacy (6,000 teachers)
- AT&T-Financial Well Being (75 parents)
- AMEX-Financial Personalities (500 team members)
- Deloitte-Executive Financial Coaching
- Family Firm Institute Family Enterprises (50 participants)
- Nexus United Nations Social Impact Investing (50 families)
- University of Miami Estate Planning Best Practices (35 executives)

## MEXICO

- UDEM - Family Finances (50 families)
- Vitalis - Financial Health (350 executives)
- Entrepreneurs (12,000 students)
- Ritz Carlton-Family Business (25 families)



## CENTRAL AMERICA



- Annual Financial Fair Family Finances (1,500 people, RD)
- Family Offices Family Protocols (36 members, El Salvador)
- Coutts Bank - Investments in Latin America Impact (50 Families, Panama)

## COLOMBIA



- Asobancaria Family Finances Convention (400 professionals)
- Old Mutual The Psychology of Money Conference (600 advisers)
- Javeriana University Family Systems (200 teachers)

## PERU

- EY - Family Finances (600 employees)
- BCP - Family Finances (1,500 collaborators)
- AFP Prima - Financial Independence (650 professionals)
- Tasa - Financial Education Family Coaches (50 supervisors)
- Yanbal-Transcend Financially (600 directors)
- Pacific University/JPMorgan Couples and Finances (600 participants)
- Family Business Association Family Conflicts (1,500 families)
- KPMG-Private Enterprise Family Series



# Motivated and Happy Clients



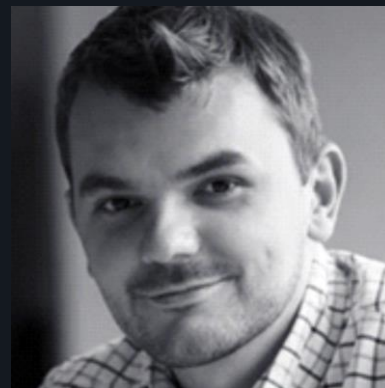
“I can’t wait to start saving money and investing for the future thanks to Elaine’s financial wellness workshop. Her strategies will help to build a better world.”

**Francisco R. - Fortune 500 Chief Executive**



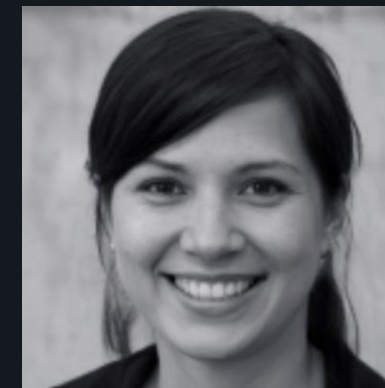
“Elaine faces challenges with elegance, integrity, and warmth. She’s a professional you can trust to help you achieve your goals.”

**Bárbara V. - Fashion Designer**



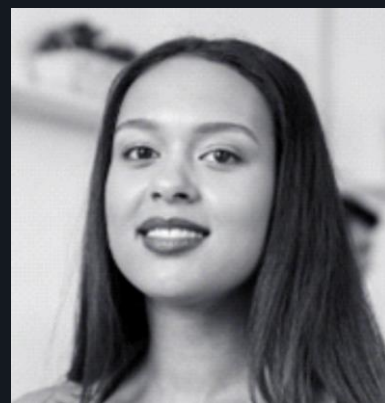
“I love my teacher, Elaine. She’s an inspiring and knowledgeable woman who shares what she knows and wants to help people. She helped boost my self-confidence. Her support, wisdom, and professionalism is incredible. I admire her a lot!

**Juan Diego Aguirre Gomez, Entrepreneur**



“I’ve always believed that I have very bad financial habits. The tips I learned here helped me corroborate this belief. What sets Elaine’s workshop from the rest is her energy and inspiration.”

**Andrea Jimenez, Entrepreneur**



“I’m very satisfied with all the tips and resources she taught me to improve my finances. I worked very hard on my final project, as I want my family business to evolve to the next level.”

**Sara Rodriguez, Entrepreneur**



“I loved it! Elaine has a real knack for teaching and I love all the resources she shared. I’m glad I did it because, in addition to imparting knowledge, she also shared her experiences.”

**Luis Beltran, Entrepreneur**



# elaine king

FAMILY AND MONEY MATTERS™



## CONTACT ELAINE TO IMPACT TOGETHER TODAY

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