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Rich Lynch is the COO of Fiduciary360, which delivers training, tools and resources for investment fiduciaries. As one of the main instructors for fi360 Training, he is instrumental in providing investment education and training programs that award the Accredited Investment Fiduciary® (AIF®) and Accredited Investment Fiduciary Analyst™ (AIFA®) professional designations. He also provides oversight to fi360 Tools, which has developed sophisticated Web-based tools and reporting, including the innovative Fiduciary Score™ and the Fund Family Fiduciary Rankings™ for trustees and investment professionals.

Rich assisted with the development of the industry's fiduciary handbook series, **Prudent Investment Practices**.

Rich graduated from the United States Coast Guard Academy with high honors in Economics-Management, where he received the Superintendent's Award for leadership at graduation. During his twenty-year Coast Guard career, he served aboard three ships as Operations Officer, Executive Officer and Commanding Officer respectively. In addition, he held various senior-level financial management positions, including an assignment to the National Pollution Funds Center, a newly established Coast Guard unit responsible for managing the \$1 billion Oil Spill Liability Trust Fund. Rich received his Master's of Business Administration degree (Magna Cum Laude) with an emphasis in Operations Research from George Washington University.