

# ★ ★ ★ ★ ★ Fi360 ★ ★ ★ ★ ★ CONFERENCE

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## Shelby C. George

Founder, Wall to Main Consulting



Shelby is an ERISA attorney, Certified Financial Education Instructor, Certified Behavioral Finance Advisor, and self-described advocate for retirement savers and health consumers everywhere. She has dedicated nearly 15 years to helping brokers and advisors better serve plan sponsors and participants.

With subject matter expertise in the Affordable Care Act, ERISA fiduciary best practices, retirement planning and 401(k) investments, Shelby is a frequent speaker at numerous industry events including: NAGDCA, NAPA, fi360, Cambridge Ignite, RBC Wealth Management Managed Solutions Symposium, and the ASPPA Benefits Council of Central Florida. In addition, Shelby is frequently quoted for her expertise in retirement and financial planning topics in national industry publications including U.S.

News & World Report, PlanSponsor, PlanAdviser, Bloomberg Businessweek, WealthManagement.com, SHRM, WSJ Digital, 401kWire.com, Ignites, and BenefitsPro.

In 2018, she launched her own practice, Wall to Main Consulting, where she provides strategic planning, training and educational resources to some of the most innovative organizations in the employee benefits industry. In addition, Shelby founded The New Normal Club, a community of support and information for women who are navigating the health shock of a loved one. Shelby is a true financial planning evangelist, on a mission to help Wall Street better meet the needs of Main Street.