



**Geoff Davey**  
Director, FinaMetrica Pty Limited

Geoff Davey is the creator of the FinaMetrica Risk Profiling system which provides scientific risk tolerance assessment. He manages FinaMetrica's ongoing research activities and relationships with academic and research institutions.

Geoff has an international reputation for expertise in risk tolerance and its role in the financial planning process. He has been an invited speaker on these topics at financial planning conferences in Australia, NZ, the US, the UK, Malaysia and Canada. Geoff has written numerous journal articles and white papers.

Prior to FinaMetrica, Geoff was a pioneer of financial planning in Australia.

Geoff is a member of the Australian Financial Planning Association, an international member of the US Financial Planning Association and Chair of the US FPA's Asia Pacific Focus Group.