



## Tyler Nunnally

Tyler D. Nunnally serves as a strategic marketing and business development consultant to FinaMetrica in the United States. As a specialist in behavioral finance and risk tolerance, he has been interviewed by Smart Money, Wall Street Journal MarketWatch, WSB-TV Atlanta and WRKO Boston, amongst others, and speaks often at top universities and industry events.

Earlier in his career, Tyler was with Oxford Risk Research and Analysis, Ltd., a spin-off consultancy of Oxford University, formed to bring behavioral finance and risk-behavior academic research to the corporate environment. He was responsible for the commercialization of the company's intellectual property.

Tyler began his career working in Prague, Czech Republic soon after the collapse of communism where he gained valuable practical experience in decision-making under risk and uncertainty. He holds a Bachelor's degree from the University of Georgia and a Master's degree in International Business with Distinction from the University of St Andrews in Scotland.

