



Stacey Tisdale

Stacey Tisdale, founder and CEO of Mind Money Media Inc., is a more than 20-year veteran TV broadcast financial journalist, and financial behavior expert, is one of the first women, and the first African-American to report from the New York Stock Exchange, in her role as a reporter/anchor for Dow Jones' Emmy Award winning, Wall Street Journal Television.

She then went on to become one of the first on-air reporters for CBS MarketWatch and business/personal finance correspondent for CBS News, The Early Show, CBS Evening News, and CBS Radio.

From 2002 to 2004, Stacey filed business and consumer reports for all of the CNN networks, including, CNN, CNNI and HLN.

Stacey also reported for "Inside Africa," a weekly news magazine show on CNN International, where one of her reports, identifying a rape camp in the hills of Liberia, brought attention, funding, international support, and helped bring eventual freedom, to women and girls imprisoned in the camp.

Stacey – named by [Top 100 Magazine](#) as one of 2019's *Top 100 People in Finance* – was Business Correspondent for Al Jazeera America from 2013 to 2014. Before joining Al Jazeera, she reported for PBS national news magazine show *Need to Know*, and *PBS Newshour Weekend*, as well as hosting her own live daily show, *Tech Live*, on Microsoft co-founder Paul Allen's Tech TV cable news network. Ms. Tisdale, former senior editor of personal finance for Black Enterprise, was also a financial expert on *The Oprah Winfrey Show*, and is an expert for *O magazine*.

After a 6-year research project into what drives financial behavior, Stacey authored the

critically-acclaimed book, [The True Cost of Happiness: The Real Story Behind Managing Your Money](#) (John Wiley & Sons), and became one of the pioneering journalists in behavioral finance and financial psychology. Soon after, she became a financial expert on NBC's *Today Show*.

The research, which focused on financial behavior, also inspired her [Winning Play\\$](#) financial education program, winner of the U.S. Department of Education's Excellence in Economic Education award, and the National Association of Black Journalists Community Service award.

Stacey's broadcasting career came after her work on Wall Street as a cash manager for the commodities firm Balfour Maclaine International, investing as much as \$90 million per day in global money and treasury markets on behalf of the firm.

In addition, she has created a personal finance curriculum for college students on behalf of the White House, and conducted research for the United States Congress on the financial behavior of professional athletes.

Stacey creates financial education and life skills programs for professional sports teams and corporations including the WNBA's Washington Mystics, the NFL Super Bowl champion, New York Giants, and the female employees of Microsoft.

In 2019, Stacey joined the prestigious ranks of The HistoryMakers, – the United State's largest African American oral history collection. Her story, as well as a documentary about her life, will be forever housed in the Library of Congress in Washington D.C.

She is a graduate of Marymount College, winner of the 2018 Marymount College Alumna Achievement award, and a member of the Butler Society. She also attended Polytechnic of Central London in England.

Stacey is on the advisory committee for *The Gloria Steinem Endowed Chair for Media, Culture, and Feminist Studies* at Rutgers University, and she sits on the communications committee for the gender parity movement, *Paradigm for Parity*. Stacey is the co-chair of *Take the Lead*, aimed at preparing women for leadership positions.

As founder and CEO of multi-media content provider, [Mind Money Media Inc.](#), international speaker, contributor and expert for some of the leading media outlets in the world – including Time Magazine, Good Morning America, the Breakfast Club, and AJ Impact – Stacey uses her personal finance and media platforms to educate her audiences about all aspects of our complex relationship with money, as well as the ways in which socioeconomics, gender, race, age, orientation, and culture, play out in our financial experiences and careers. She also the creator and co-host of the weekly radio and social media platform Wealth Wednesdays on IHeartMedia, Power 105.1 FM's *Way Up With Angela Yee*, with Angela Yee.

In addition, Ms. Tisdale is a co-founding partner of the fintech StellarFi credit building platform.

Stacey is the daughter of renowned educator Jettie Tisdale, whom there is a school named after in Bridgeport, Connecticut, and Charles Tisdale, Executive Director of ABCD, the largest anti-poverty agency in the state of CT, former economic policy advisor for U.S. President Jimmy Carter, and former field director of World Vision, which brings humanitarian aid to refugees worldwide.