



FQ Mom Rose Fres Fausto

Behavioral Economist, Gallup-certified Strengths Coach
Writer, Speaker

Rose Fres Fausto was an investment banker turned full-time homemaker and now a writer and speaker on money and family using Behavioral Economics principles. She graduated with honors with a degree in A.B. Economics from the Ateneo de Manila University, pursued Behavioral Economics in consultation with the Father of Behavioral Economics and Nobel Laureate Richard Thaler and Dan Ariely of Duke University. She completed an Executive Course in Behavioral Economics at the Harvard Business School.

She was the Grand Prize Winner of the first *Sinag* Financial Literacy Digital Journalism Award in 2014, and honored as one of the three Sheroes (She-Heroes) in 2019. She has written books titled **FQ Trilogy** (consists of Book 1: *FQ: The nth Intelligence*, Book 2: *Why Financial Education Alone Does Not Work*, and Book 3: *High FQ by Design*), *Raising Pinoy Boys*, *The Retelling of The Richest Man in Babylon* (in English and Filipino versions), and *The Emotional Cycle of Investing*. She's also a columnist at PhilStar.com *FQ Financial Quotient*, and a regular contributor to magazines such as *Feast*, *Health & Home*, *Crossroads*, etc.

She sits on the board of the Ateneo Center for Economic Research and Development (ACERD), and teaches Behavioral Economics at the Ateneo de Manila University. Helping people attain financial wellness is a Fausto family endeavor through their company IFE Management Advisers, Inc., where she is the president. IFE stands for Investing For Everyone.

Rose is the proud mother of Martin (owner of Brand'eM Consultancy), Enrique (C.F.A. and Financial Architect), and Anton (Myx VJ, professional host/choreographer). She is married to Marvin (the Founding President of the Fund Managers Association of the Philippines).

(For more fun facts, visit [FQMOM.com](https://www.FQMOM.com), click ABOUT.)

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