



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 on 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 entitled *Raising Pinoy Boys*, *The Retelling of The Richest Man in Babylon* (in English and Filipino versions), *FQ: The nth Intelligence*, *The Emotional Cycle of Investing*, and *Why Financial Literacy Alone Does Not Work (a crash course in Behavioral Economics)*. She's also a columnist at PhilStar.com *FQ Financial Quotient* (formerly *Raising Children with High FQ*), and a regular contributor to magazines such as *Feast* (formerly *Kerygma*), *Health & Home*, *Crossroads*, etc.

She sits in 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. 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, click ABOUT.)

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