



BIOGRAPHIES

PANEL 4: GENERATING FINANCIAL KNOWLEDGE TO TRANSFORM BEHAVIORS.

MODERATOR

MANUEL SÁNCHEZ GONZÁLEZ

VICE GOVERNOR OF THE CENTRAL BANK OF MEXICO

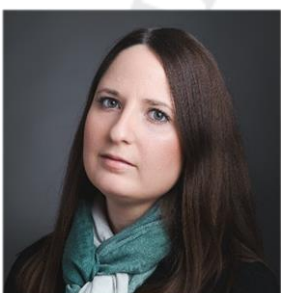


Manuel Sánchez González is Vice Governor of Mexican Central Bank, where he is also member of the Governor's Board. Prior to this appointment, he was Director of Investment at Valanza México, the private equity unit of BBVA Bancomer. He joined Bancomer Financial Group, now BBVA Bancomer Financial Group, in 1993 as Director of Financial Analysis and Investor Relations. From 1995 to 1997, he was Director of Planning and Finance at the BBVA's group Service Banking Division. Afterwards and until 2004, he was the BBVA's group Chief Economist.

PANELISTS

MARÍA FERNÁNDEZ VIDAL

FINANCIAL SECTOR SPECIALIST, CGAP.

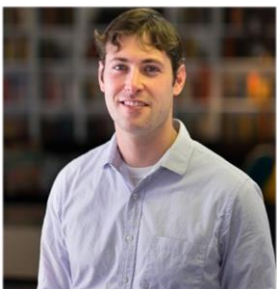


Maria Fernandez Vidal is a Financial Sector Specialist with CGAP's Digital Finance Frontiers Initiative, where she leads the work on Digital Delivery Models and Digital Data Analytics. Before joining CGAP, Maria was a Senior Manager at McKinsey & Company working in Latin America & the Caribbean and the US where she served clients in the financial sector and the public and social sector on a broad range of topics. Maria previously worked at the Inter-American Development Bank, the International Monetary Fund and Endeavor. She has a Master of Business Administration (MBA) with majors in Strategic Management and Finance from The Wharton School at the University of Pennsylvania and graduate and undergraduate degrees in Economics from *Universidad Torcuato Di Tella*.



BEN KNELMAN

CEO AND CO-FOUNDER, JUNTOS.



Ben Knelman is the CEO and co-founder of *Juntos*. *Juntos* builds automated conversation platforms that empower newly-banked households around the world. *Juntos*' automated conversation platform creates warm, personalized, two-way SMS conversations at massive scale catalyzing client confidence, comfort and successful account usage. *Juntos* was named the winner of the G20's global innovation award for financial inclusion at the G20 Summit in Mexico City, and works with some of the largest banks and mobile money providers in Latin America, Africa, and Southeast Asia. Named one of The World Economic Forum's "Global Shapers" under 30, Ben has a background in Literature, User-Centric Product Development and Economics. He grew up in Minnesota and earned his Bachelors and Masters at Stanford, where *Juntos* began at the Stanford School.

JUAN NAVARRETE

INCLUSIVE FINANCE DIRECTOR, FUNDACIÓN CAPITAL



Juan is a consultant for *Fundación Capital*, joining us as part of our work in conjunction with Mexico's conditional cash transfer program, *Prospera Más con BANSEFI*. He previously worked with the Development Bank of Mexico, where he was in charge of studies related to the National Savings and Financial Services Bank (BANSEFI). He was also the executive director of PlaNet Finance's Mexico office and as an independent consultant, has directed projects in Latin America, Southeast Asia, and Africa, and conducted impact studies on development projects as well as evaluations of financial institutions. He has also provided technical assistance for microfinance organizations in product design.



ALISSA FISHBANE

MANAGING DIRECTOR, IDEAS 42.



Alissa Fishbane is a Managing Director at ideas42. She has extensive experience converting innovative, evidence-based ideas into practice, having designed, tested and scaled interventions in developing countries and the United States across areas including global health, education, criminal justice and financial inclusion.

Before joining ideas42, Alissa was the Managing Director and a founding executive of Deworm the World, which she helped grow from zero to serving 35 million children annually by scaling school deworming programs with government partners. Prior to that, she was the Latin America Director and founding Mexico Country Director for Innovations for Poverty Action, where she developed and implemented randomized evaluations reaching over 375,000 low-income families. Most recently Alissa was a Senior Director at City Year, where she led the design and business planning process to create a new secondary school for underserved youth.

Alissa graduated with honors in Political Economy from the University of California, Berkeley and has a Master's in Public Policy from the Harvard Kennedy School of Government.

