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# PAUL CRAVEN

**LONDON  
SPEAKER  
BUREAU**

- **Globally Renowned Behavioral Economist**



## Topics

- Advisors
- Analysts
- Business
- Economics

Paul's aim is to promote Behavioural Economics in business through coaching, consulting, and writing, believing that it provides a strong competitive advantage to those firms and individuals who embrace it, whether in investment, sales, or in society at large.

He retired from Goldman Sachs Asset Management at the end of 2013 after six years where he was the Head of European Institutional Business. Prior to Goldman Sachs, Paul worked at PIMCO Europe for four years, where he was head of UK Business Development. Previously, he spent seventeen years at Schroders as a portfolio manager and later as head of UK Institutional Sales.

Paul is a partner of a specialist coaching firm helping asset managers, hedge funds and other investors to develop their skill. He is also a director of City Noble, an independent investment advisory firm supporting pension funds. He is an independent adviser on the Akzo Nobel (CPS) Pension Fund and the British Steel Pension Fund and a Trustee Director on the Mitchells & Butlers Pension Schemes. Paul is also on the panel of experts for #OgilvyChange, part of the Ogilvy & Mather Group; and is an academic advisor to System Two Advisors, a US-based asset manager. Paul has an MA (Hons) in History from St. John's College, Cambridge University and is a Freeman of the City of London.