



Jacquette M. Timmons

Financial behaviorist, author, speaker, media personality slightly obsessed with getting you to embrace the idea that financial success isn't just about the dollars and cents.

President, CEO – Sterling Investment Management, Inc.

Jacquette M. Timmons is a financial behaviorist. She works with everyone from the middle class to the 1% helping them manage their choices around money. In particular, she integrates financial and behavioral analysis to help people blend the emotions of money with the math of money, let go of their money “baggage,” and start to move forward with financial goals more clear – feeling confident and more in control so they can save more, remove debt, invest smarter and earn more.

Through direct, but unbiased, coaching (for individuals and couples), engaging training experiences (for corporations and non-profits), and aha-inducing speaking and writing, she helps her clients figure out the best actions to take and choices to make to ensure their money is working for them. Jacquette is the founder of Sterling Investment Management, Inc. and the author of *Financial Intimacy: How to Create a Healthy Relationship with Your Money and Your Mate*. Jacquette holds an MBA in finance from Fordham University's Graduate School of Business and a BS in marketing from the Fashion Institute of Technology.

Her media appearances include “Good Morning America,” CNN, HLN, American Public Media's “Marketplace Money,” HOT 97FM, CBS Radio's “Rules of Engagement,” WBAI's “Women: Body & Soul,” “Black Enterprise Business Report and Women of Power TV,” Bloomberg Radio, WNBC's “Today in New York” and Fox TV's “Good Day New York” and “Good Day Street Talk.” She has been quoted in the NY Daily News, Pittsburgh Post Gazette and the Wall Street Journal, and has written for or been quoted on blogs such as Oprah.com, DailyWorth & Yodlee and in magazines such as EBONY, REDBOOK, Essence Magazine, Curve Magazine, Forbes.com, the Root.com, Match.com's Happen, Real Simple, Teen Vogue, Black Enterprise, Heart and Soul and Fitness.

Prior to creating Sterling in 1995, Jacquette spent nine years with Bankers Trust Company (now Deutsche Bank). The last five years of her tenure were spent in the Private Bank. Among her many accomplishments was the successful launching of Private Investment Planning, an advisory business targeted primarily to emerging affluent individuals and smaller institutions. She served as the sole manager of this business unit for two years and was responsible for business development, client servicing and operations management.

Jacquette is a former member of the Board of Directors for The Laundromat Project, an arts organization. Likewise, she is also a former member of the Board of Directors for the New York Chapter of the National Association of Securities Professionals, an organization she co-founded.