



Co-Founder Bios

## MICHAEL KITCES

Michael E. Kitces, MSFS, MTAX, CFP®, CLU, ChFC, RHU, REBC, CASL, is a co-founder of the XY Planning Network, the practitioner editor of the Journal of Financial Planning, and the publisher of the e-newsletter The Kitces Report and the popular financial planning industry blog Nerd's Eye View.

Michael is an active writer and editor across the industry and has been featured in publications including Financial Planning, the Journal of Financial Planning, Journal of Retirement Planning, as well as The Wall Street Journal, BusinessWeek, CNBC PowerLunch, NBC Nightly News, and more.

Michael is one of the 2010 recipients of the Financial Planning Association's "Heart of Financial Planning" awards for his dedication to advancing the financial planning profession.

## ALAN MOORE

Alan Moore, MS, CFP® is the co-founder of the XY Planning Network and president of Serenity Financial Consulting, a fee-only RIA and location independent financial planning firm.

He is passionate about helping financial planners start and grow their own fee-only firms to serve Gen X & Gen Y clients largely ignored by traditional firms. Alan has been recognized by Investment News as a top "40 Under 40" in financial planning, and by Wealth Management as one of a "The 10 to Watch in 2015." He frequently speaks on topics related to technology, marketing, and business coaching, and has been quoted in publications including The Wall Street Journal, Forbes and The New York Times.

He currently lives in Bozeman, MT so that he can hit the slopes on powder days.