

Dan Ariely

Dan Ariely is the James B. Duke Professor of Psychology and Behavioral Economics at Duke University, where he holds appointments at the Fuqua School of Business, the Center for Cognitive Neuroscience, the School of Medicine, and the Department of Economics. He is also a founding member of the Center for Advanced Hindsight.

In addition, Dan is the author of the New York Times Bestseller *Predictably Irrational: The Hidden Forces that Shape Our Decisions* (February 2008) and *The Upside of Irrationality: The Unexpected Ways We Defy Logic at Work and at Home* (June 2010).

Using simple experiments Dan studies how people actually act in the marketplace, as opposed to how they should or would perform if they were completely rational. His interests span a wide range of daily behaviors such as buying (or not), saving (or not), ordering food in restaurants, pain management, procrastination, dishonesty, and decision making under different emotional states. His experiments are consistently interesting, amusing, and informative – demonstrating profound ideas that fly in the face of common wisdom.

Dan earned a B.A. in psychology from Tel Aviv University, his M.A. and Ph.D. in cognitive psychology from the University of North Carolina, and a Ph.D. in business administration from Duke University.

His research has been published in leading psychology, economics, and marketing and management research journals, and it has been featured occasionally in the popular press (*The New York Times*, *The New Yorker*, *The Washington Post*, *Financial Times*, etc.). He is a regular contributor to *Marketplace* on *National Public Radio*.

Barbara Black

Barbara Black teaches corporate and securities law as the Charles Hartsock Professor of Law and the director of the Corporate Law Center at the University of Cincinnati College of Law. Prior to her current role, she was a professor at Pace University School of Law. She was the founder and co-director of the Pace Securities Arbitration Clinic – believed to be the first law school clinic to represent small investors in disputes with broker-dealers – and was co-director of the Pace Investor Rights Project, which sponsors advocacy, education, and research efforts in the area of investor justice. Prior to entering academia, she practiced at two major law firms.

A prolific writer, Ms. Black has authored numerous law review articles on securities arbitration, securities fraud, and investors' rights. She also reports on current developments in securities law at Securities Law Prof Blog – <http://lawprofessors.typepad.com/securities/> – and she is frequently quoted in the media on issues relating to securities arbitration and investors' rights. Ms. Black is currently a non-industry member of the FINRA National Adjudicatory Council. She received her J.D. from Columbia University Law School and her B.A. from Barnard College, *cum laude*.

Patricia Cowart

Patricia Cowart is the section manager of the Retail Brokerage Litigation Section of the Wells Fargo Corporation Law Department. This section handles regulatory and litigation issues for Wells Fargo Advisors and Wells Fargo Investments. This group also handles pre-litigation customer complaints.

Ms. Cowart obtained her J.D. from the University of Florida in 1978 and has focused on broker-dealer issues for most of her career. Prior to joining Wachovia in 2004, Trish spent 16 years at UBS Financial f/k/a/ PaineWebber Inc. as the managing attorney of its Florida litigation group. Before she began her career as in-house counsel, Ms. Cowart was a partner at Ruden McCloskey in its Miami office.

Ms. Cowart is the chair of SIFMA Compliance & Legal Society's Arbitration Committee; is a member of FINRA's National Arbitration & Mediation Committee; serves on the editorial board of the *Securities Arbitration Commentator*; served as an arbitrator for the NASD, NYSE, and the NFA; was a member of the NYSE Regional Disciplinary Board for over 10 years; and has been invited to speak in numerous venues on topics relating to broker-dealer litigation, arbitration, and mediation.

Linda D. Fienberg

Linda D. Fienberg is president of FINRA's Dispute Resolution Department. In this capacity, she is responsible for FINRA's alternative dispute resolution program (arbitration and mediation). In addition, she is FINRA's Chief Hearing Officer with responsibility for its disciplinary hearing program. Prior to joining FINRA, Ms. Fienberg served on its Legal Advisory Board and its National Arbitration and Mediation Committee. She also was a member of and the reporter for NASD's Arbitration Policy Task Force, which released its report on Securities Arbitration Reform in January 1996. Before assuming her FINRA positions, Ms. Fienberg was a partner at the Washington, DC law firm of Covington & Burling, following 11 years at the U.S. Securities and Exchange Commission, where she held numerous senior staff positions. Ms. Fienberg serves on numerous bar and related committees, and she is a frequent participant in programs relating to the securities laws and dispute resolution. She serves on the non-profit Board of the National Partnership for Women and Families, and she formerly served on the non-profit Boards of the Abramson Foundation, City Lights School, and the Whitman Walker Clinic. She earned a B.A. with distinction from Cornell University, an M.A.T. with highest honors from Wesleyan University, and a J.D. from the Georgetown University Law Center.

Jennifer Johnson

Jennifer Johnson is a Professor of Law and Jeffrey Bain Scholar at Lewis and Clark Law School in Portland, OR. She teaches business associations, advanced business law, and securities regulation. Professor Johnson received her B.A. from Mills College in 1973 and her J.D. from Yale Law School in 1976. Before joining the Lewis and Clark faculty in 1980, she clerked on the Ninth Circuit Court of Appeals and practiced at the Stoel Rives law firm.

Johnson's scholarship focuses on corporate and securities law. Recently her research has emphasized securities' dispute resolution including litigation and arbitration. She has addressed both academic and corporate audiences on issues relating to improving FINRA arbitration.

Johnson is an elected member of the American Law Institute, a Master in the Owen Panner Inn of Court, and an active participant in state legislative drafting committees which review and revise Oregon's corporate and securities statutes.

Jennifer McHugh

Jennifer B. McHugh is Senior Advisor to Chairman Mary L. Schapiro at the U.S. Securities and Exchange Commission. She primarily advises the Chairman on matters related to mutual funds, investment advisers, and broker-dealers. Prior to joining the Chairman's Office in 2009, Ms. McHugh served as Senior Adviser to the Director in the SEC's Division of Investment Management, where she advised the Director on issues of regulatory policy and internal management and coordination. Ms. McHugh previously served as Special Counsel and IARD Project Coordinator in the SEC's Office of Investment Adviser Regulation and as an attorney in the Office of Regulatory Policy of the Division of Investment Management.

Prior to joining the SEC, Ms. McHugh was an associate with Dechert, representing investment companies and investment advisers in the firm's Investment Management Practice Group. Ms. McHugh received her J.D., *magna cum laude*, from Catholic University and her B.A., *cum laude*, from the University of Notre Dame.

Robert Plaze

Robert Plaze is Associate Director for Regulation of the Division of Investment Management of the U.S. Securities and Exchange Commission. Mr. Plaze's responsibilities include the development of policy and rulemaking under the Investment Company and Investment Advisers Acts. Most recently, these responsibilities have included the development of the Commission's rules regarding money market funds, adviser custody, and pay to play practices.

Mr. Plaze has been a staff member at the Commission for 26 years, during which he has held several positions of responsibility in the division. He holds a B.A. and J.D. from Georgetown University and is a member of the District of Columbia Bar.