



Dr. Steve Wendel
Morningstar

Dr. Wendel is the head of Behavioral Science at Morningstar, a leading provider of independent investment research. His team develops and tests practical techniques to help investors and their advisors overcome common behavioral obstacles. Steve is the author of two books on applied behavioral science and founder of the non-profit Action Design Network, which educates the public about behavioral science and product design. He has two wonderful kids, who don't care about behavioral science at all.