



David Geller

CEO, Speaker, Author

David isn't your typical wealth management executive. As a financial services CEO, thought leader, and industry pioneer, David Geller speaks about his "broken industry" and how he "wants to change the way America thinks about money."

David is the CEO of Atlanta based JOYN, a financial services company that launched Behavioral Wealth Management, a groundbreaking model based on the science of behavioral finance and behavioral economics.

David is shaking up his industry with his message that "The money-centric wealth management model ignores the essential truth that we are all emotional human beings and financial decisions never stand alone. We aim to create a totally different experience for our clients. We're here to do more than simply help them grow and protect their money. We want to help them use all their wealth to create joyful extraordinary lives.

David is a Phi Beta Kappa graduate of Emory University, where he earned his B.A. and M.A. At the University of Michigan, he earned his J.D. and served as an Associate Editor of the Michigan Law Review. David then joined Atlanta-based law firm Powell, Goldstein, Frazer & Murphy, LLP (now Bryan Cave Leighton Peisner) before entering the financial planning field in 1986. He established JOYN in 1991.

David has been consistently named as one of Barron's top financial advisors in the U.S. and in Georgia (2009-2012, 2014). In 2009, he received the prestigious Turknett Leadership Character Award. In 2011, The Atlanta Business Chronicle named JOYN one of the top wealth management firms in Atlanta.

“The belief that more money is always better blinds us to the costs we bear as we strive to earn more money and to hold onto more of what we have. Our perception that money is an unbridled good distorts our perception of reality.”

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