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Billy J. Hensley, Ph.D.
President and CEO
National Endowment for Financial Education

Billy J. Hensley, Ph.D., is president and CEO of the National Endowment for Financial Education® (NEFE®). Since his appointment in 2018, Hensley has led NEFE through the development of its first strategic plan and focused on increasing transparency and effectiveness. From 2010-2018, he served as NEFE's senior director of education overseeing grants, research, college and consumer education programs, and e-learning and web strategy. Hensley has a distinguished career in educational philanthropy and higher education administration focused on financial education, college access and teacher professional development.

In 2021, Hensley was appointed to the board of trustees of his alma mater Union College (Ky.). He also serves on the board of the Jump\$Tart Coalition for Personal Financial Literacy, the CNBC Financial Wellness Advisory Council, and the Journal of Financial Counseling and Planning editorial board. He received his Ph.D. from the University of Cincinnati and his master's and bachelor's degrees from Union College. Hensley's research has been presented at state, national and international conferences and published in numerous research journals.