

John M. Longo, Ph.D., CFA
100 Rockefeller Road, Room 5129
Piscataway, NJ 08854
Phone: 848-445-2306
E-Mail: JLongo@business.rutgers.edu

SUMMARY: Globally recognized as an expert in Investments, Behavioral Finance, Hedge Funds, and Portfolio Management. Wrote bestselling book, *The Art of Investing: Lessons from History's Greatest Traders* for TheGreatCourses.com. (The book peaked as the 26th bestselling book out of roughly 200,000 titles on Audible.com and has generated \$1,500,000+ in revenue). Named among the [Top 100 People in Finance](#) for my efforts in financial literacy, due in part to my book, *Buffett's Tips: A Guide to Financial Literacy and Life*. My research has been cited in the curriculum that is required reading for all CFA candidates. Media appearances on CNBC, Bloomberg TV, Bloomberg Radio, Fox Business, BBC World, ABC News and WSJ.com (video); quotes in *The Wall Street Journal*, *Barron's*, *Bloomberg*, *CNBC.com*, *The New York Times*, *Los Angeles Times*, *Thomson Reuters*, *U.S. News & World Report*, *Dow Jones MarketWatch*, *MSN*, *The Harvard Crimson*, *Yale Daily News*, and dozens of other periodicals.

Chief Investment Officer (CIO) and Portfolio Manager for Beacon Trust, a ~\$4 billion registered investment advisor. Beacon is owned by Provident Financial Services (NYSE:PFS), founded in 1839. Also Visiting Professor of Finance at EMBA-Global Asia, the joint international Executive MBA Program of Columbia University, London Business School, and the University of Hong Kong (Winter, 2015 – Present). This program is regularly ranked among the very best EMBA programs in the world. Member of [Board Of Directors](#) of Belite Bio, a San Diego based Biotech firm (Nasdaq: BLTE) with a market cap of ~\$1 billion. Former Advisory Board member of Bloomberg's educational subsidiary (Bloomberg Institute). Former Vice President at Merrill Lynch. Led Rutgers students for a personal meeting with Warren Buffett on 4 separate occasions in Omaha, Nebraska. Winner of 7 [awards](#) for Teaching, Research, and Service excellence.

WORK EXPERIENCE **RUTGERS BUSINESS SCHOOL** Newark / New Brunswick, NJ
Professor of Practice / Lecturer / Adjunct Professor of Finance June 1993- Present
Rutgers is the 8th oldest college in the United States (founded in 1766) and one of the largest (~70,000 students) in North America.
* *Clinical Associate Professor appointment was effective July 1, 2007; (Full) Professor of Practice appointment was effective July 1, 2013*

- Taught courses in Portfolio Management, Asset Pricing & Portfolio Analysis, Security Analysis & Trading, Applied Portfolio Management, Portfolio Theory, Investments, Investment Banking Analysis, Futures & Options, Financial Markets & Instruments, Introduction to Finance, International Capital Markets, Financial Planning, Hedge Funds, Overview of Financial Markets, and Corporate Finance.
- Named the inaugural winner of The Dean's Award for Teaching Innovation at the Rutgers Business School in 2005.
- Winner of Dean's Meritorious Teaching Service Award, 2010, 2011, 2021.
- Winner of Dean's Meritorious Research Award, 2018, 2022.
- Co-Chaired RBS [program](#) on Behavioral Finance featuring Nobel Laureate, Richard Thaler.

- Faculty Advisor for CFA Institute Global Investment Research Challenge.
 - RBS has won the NY Regional 4 times and has placed in the Final 4 (out of 500+ schools) worldwide.
 - Received award from RBS “in recognition of your outstanding support of our students in the CFA Investment Research Challenge” (September 2019).
- Faculty advisor to 2 Rutgers teams (2007, 2021) that won the Johnson & Johnson National Case Competition.
- Received among the highest student evaluations in the business school (typically 4.7+ out of 5).
- Active in providing mentoring and career counseling services to many RBS students and alumni.
- Taught International Executive MBA courses in Singapore and Beijing and Shanghai, China.
- Applied Portfolio Management Class (an innovative course where students help manage real money) featured in several newspaper and magazine articles.
 - Portfolio has substantially outperformed the market since its inception and earned more than \$250,000 in profits for the Rutgers Business School.
- Supervised / directed research for over 1,000 stock reports (1995 – present).
- Member of the Teaching Innovation Committee of the Rutgers Business School 2007-2016. Two periods as Committee (Co) Chair.
- Chair of 2030 RBS Undergraduate Curriculum Committee.
- Served 3-year term on the New Brunswick Faculty Council (2019-21).
- Advised more than three-dozen students on Independent Study projects.
- Active in Business School fundraising / development activities, meeting with key alumni.
- Faculty Advisor for four separate trips leading Rutgers Business School students to a meeting with billionaire Warren Buffett in Omaha, Nebraska.
 - As a reference point, a 2022 charity lunch with Warren Buffett sold for \$19 million.
- Designed (with now NJ Senator Cory Booker) and lectured in program designed to teach Newark High School students about the financial markets, Fall 2005.
- Designed (and serves as one of the instructors for) “Program in Pharmaceutical Management” with Ben Sopranzetti and Mahmud Hassan.
 - Program generates tens of thousands of dollars per year for Rutgers Business School.

COLUMBIA UNIVERSITY / LONDON BUSINESS SCHOOL / UNIVERSITY OF HONG KONG
 New York, London, and Hong Kong
Visiting Professor of Finance Winter 2015 – Present

- Visiting Professor of Finance at EMBA-Global Asia, the joint international Executive MBA Program of Columbia University, London Business School, and the University of Hong Kong, one of the top ranked MBA programs in the world. ([Ranked](#) #2 global EMBA program by the *Financial Times* in 2017.)
- Winner of Columbia Business School [Executive MBA Commitment to Excellence Award](#) (i.e., “Favorite Professor” Award), May 2022
- Instructor in the core Capital Markets & Investments class.

BEACON TRUST / PROVIDENT FINANCIAL SERVICES

THE MDE GROUP and ACERTUS CAPITAL MGT

Morristown, NJ and New York, NY

Chief Investment Officer & Portfolio Manager*

October 2002 – Present

* Original appointment was as SVP of Investment Strategy in 2002.

- Beacon Trust purchased the MDE Group and Acertus Capital Management in 2015.
- Beacon has approximately \$4 billion under management for high net worth investors and institutions.
- Co-Portfolio Manager of \$500 million in publicly traded mutual funds.
 - One fund achieved a 5-star rating and the other was rated 4-stars.
- The MDE Group had been consistently rated as one of the best registered investment advisors (RIA) in America.
 - Ranked # 4 in the USA by *Barron's* in 2007 and 2006, and within the Top 50, 2006 – present.
 - Also ranked among the best in the USA by *Bloomberg Wealth Manager* and *Worth* for 9 consecutive years.
- Helped design customized investment solutions for clients ranging in wealth from \$3 million to \$1+ billion.
- Invited speaker at many conferences across the country (e.g., New York, Las Vegas, Miami, Newport, Atlanta, Naples, etc.) delivering Beacon's / MDE's / Risk 3.0's thought leadership across a range of financial topics.
- (Ghost)writer for *Forbes* online columns, in conjunction with MDE's CEO, Mitchell Eichen (2010-2012).

CLIFF HOUSE CAPITAL MANAGEMENT / CYBORG CAPITAL MANAGEMENT, LLC

Founder and President

March 2000- Present

- Consultant to investment management, financial planning, financial training, quantitative equity trading firms, and other firms / governments.
 - Clients for consulting and financial training activities include(d) Morgan Stanley, BlackRock, JP Morgan, Bank of America, Citigroup, Prudential, Barclays, PNC Bank, Wellington Investment, Société Générale, Bank of China, Bank of Portugal, National Bank of Kuwait, Bermuda Monetary Authority, Morgan Keegan, Shinhan Financial Group, Huarong Asset Management, FactSet / DealMaven, EuroMoney, DC Gardner, Bloomberg, Educational Testing Service (ETS), CFA Society of New York, The Spaulding Group, Automated Trading Desk, Intuition, Alexander Hamilton Financial Technologies, and ASPE Inc.

MERRILL LYNCH & CO., INC.

Plainsboro, NJ

Vice President, Management Science Group

March 1997 - Feb 2000

- Member of an international award-winning (1997 INFORMS Prize) group for Management Science.
- Named a Vice President within two years of joining the firm.
- Created (with other colleagues) quantitative investment products (*Merrill Lynch Strategy Power*) that eventually raised over \$1 billion in managed account assets for the firm.
- Managed approximately \$3 million of capital for both the firm and a high net worth client of the firm with excellent results.
- Provided strategic management consulting services to executive management.

RUTGERS UNIVERSITY
Research Assistant in Finance Department

New Brunswick, NJ
Fall 1991- Spring 1995

- Conducted research for internationally recognized scholars in Finance (*Lawrence Fisher & Cheng F. Lee*).

MERCK & COMPANY, INC
Systems Developer & Programmer Intern

Rahway, NJ
Summer 1990

- Assisted executives in world headquarters with computer related issues.

AT&T BUSINESS MARKETS GROUP
Business Analyst Intern

East Brunswick, NJ
Summer 1989

- Worked on WATS 1-800 system of business accounts.

**SAMPLE
MEDIA**

- TV / Radio: CNBC, Bloomberg TV, Fox Business, BBC World, (Ron) Insana Quotient, National Public Radio, Bloomberg Radio, TEDx, ABC News
- Periodicals: *The Wall Street Journal*, *Barron's*, *Thomson Reuters*, *Dow Jones MarketWatch*, *The New York Times*, *U.S. News & World Report*, *CNBC.com*, *The Los Angeles Times*, *Harvard Crimson*, *Yale Daily News*, *Chicago Tribune*, *Star Ledger*, *MSN*, *Forbes* online (ghostwriter), + dozens of other periodicals.

EDUCATION

PhD/MBA in Finance, Rutgers University School of Management, Newark, NJ
July 1995.

B.A. in Economics and Computer Science, Rutgers College, New Brunswick NJ,
May 1991.

DealMaven Certificate in Financial Modeling, 2007.

DealMaven Certificate in Leveraged Buyouts (LBOs) / Leveraged Finance, 2008.

5-Year Continuing Education Certificate for CFA Charterholders.

- Awarded (in 2002) by the Association for Investment Management & Research (AIMR), administrator of the CFA Program.

THESIS

Selecting Superior Securities: Using Discriminant Analysis and Neural Networks to Differentiate Between “Winner” and “Loser” Stocks.

RESEARCH

J. Longo and M. Long, “Using Neural Networks to Differentiate Between Winner and Loser Stocks”, *The Journal of Financial Statement Analysis*, Winter 1997, Vol. 2, No. 2, pp. 5-15.

- Lead Article in a peer reviewed *Institutional Investor* publication based on my dissertation.

MENSA, THE INTERNATIONAL HIGH I.Q. SOCIETY
Chapter

Central NJ

Personal Finance Columnist

May 1996- 2003

- Writer of a personal finance column called *Intelligent Investing* for the Central NJ Mensa periodical *FORVM*. Selected columns have been reproduced in other Mensa periodicals and on the national website.
- Published 45+ columns.
- Lectured on investment strategies at Mensa gatherings.

The Cyborg Capital Investment Newsletter (February, 2002 – January 2003)

- “Wall Street” type Fundamental Analysis and Market Commentary.
- Investment recommendations (e.g., ARM Holdings plc) in *Newsletter* substantially outperformed the market over short- and long-term periods.
 - Nike increased 10x, Arm Holdings 40x, NVIDIA 100x since publication.

M. Pompian and J. Longo, “A New Paradigm for The Practical Application Of Behavioral Finance: Correlating Personality Type And Gender With Established Biases”, *The Journal of Wealth Management*, Fall 2004. This article also appeared in *The Guide to Integrated Wealth Management* (Ed. Jean Brunel), Institutional Investor: Spring 2004.

- This paper is cited in the Level III CFA required reading curriculum.
- Paper was also presented at an Institutional Investor conference in Fall 2003.
- Paper was selected as the lead article in Fall 2004 issue of *The Journal of Wealth Management*.

* The MDE Group Investment Committee, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2004 and Our Five Strategic Wealth Management Themes to Capitalize on Them,” January 2004.

* **Note:** All research conducted for The MDE Group or Acertus Capital Management was web published (www.mdegroupp.com or www.acertuscap.com) and sent to more than 200 clients / prospective clients.

J. Longo, “Municipal Bonds – Still A Safe Haven?” The MDE Group, February 2004.

- Presentation was delivered to a group of high net worth prospective clients at the Madison Inn, Morristown, NJ, February 2004.

J. Longo, “The Case for Active Management” The MDE Group, April 2004.

- Presentation was delivered to several groups of high net worth prospective clients from April 2004-present.

J. Longo & M. Eichen, “Strategies for a Rising Interest Rate Environment” The MDE Group, May 2004.

J. Longo & M. Eichen, “Aftermath of Interest Rate Shock” The MDE Group, June 2004.

J. Longo & M. Eichen, “Taking the Awe Out of Market Shocks” The MDE Group, August 2004.

M. Pompian and J. Longo, “The Future of Wealth Management: Incorporating Behavioral Finance into Your Practice”, *The Journal of Financial Planning*, Spring 2005.

- Paper argues that the best investment plan is not one that the portfolio optimizer produces, but rather the plan that a client can adhere to that also has a low probability of underperforming their long-term goals.
- *The Journal of Financial Planning* is the official journal of the Financial Planning Association.

The MDE Group Investment Committee, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2005 and Our Five Strategic Wealth Management Themes to Capitalize on Them,” January 2005.

J. Longo & M. Eichen, “Fixed Income Alternatives” The MDE Group, April 2005.

M. Eichen and J. Longo, *The Future of Hedge Funds: Five Emerging* (published on the website of the *Journal of Financial Planning*), January 2006.

- *Our study has been cited by MarHedge, a leading hedge fund periodical.*

M. Eichen and J. Longo, “Investor Mistakes 101”, *Financial Planning*, February 2006.

M. Eichen, J. Longo and G. Myers, “Client and Advisor Evolution: Ten Guidelines for Effectively Navigating Change in The Financial Planning Environment.” (unpublished working paper, 2006)

The MDE Group Investment Committee, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2006 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” January 2006

J. Longo, “Best Practices in Investment Management For Small Sized Endowments and Foundations”, white paper published by The MDE Group, September, 2006.

The MDE Group Investment Committee, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2007 and Our Five Strategic Wealth Management Themes to Capitalize on Them,” January 2007

The MDE Group Investment Committee, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2008 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” January 2008

The MDE Group Investment Committee, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2009 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” January 2009

Co-author / Editor of book entitled *Hedge Fund Alpha: A Framework For Generating And Understanding Investment Performance*.

- Published by World Scientific Press, April 2009. (317 pages)
- Authored or co-authored 10 of 15 chapters; edited 5 remaining chapters.
- Received positive review from journals, *Financial Analyst Journal* and *The Investment Professional*.

- Received grant from FactSet / DealMaven in partial support of this work.

J. Longo, “Benchmarks for Alternative Investments,” *Proceedings of the Performance Measurement Attribution & Risk Conference*, May, 2009.

Wealth Leadership™: The Evolution of High Net Worth Portfolio Management, white paper published by The MDE Group, November, 2009.

J. Longo, “Liquidity Adjusted Returns and Performance Measures: Synching Public and Private Fund Performance,” *Journal of Performance Measurement*, Winter 2009.

The MDE Group Investment Committee, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2010 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” January 2010.

J. Longo, “Risk Management for Hedge Funds,” *Proceedings of The Performance Measurement Attribution & Risk Conference*, May, 2010.

J. Longo and M. Eichen, “Risk 3.0 and the New Market Realities,” *Marcus Evans Private Wealth Management Summit*, Las Vegas, NV, December, 2010.

J. Longo and M. Eichen, “The Risk List 2011,” web published at www.mdegroupp.com, January 2011.

M. Eichen and J. Longo, “Risk 3.0™: Investment Solutions for the New Market Realities,” *Advisor Perspectives*, April 9, 2011.

J. Longo, “Risk 3.0: A New Risk Approach for Private Wealth Management,” *Proceedings of The Performance Measurement Attribution & Risk Conference*, May, 2011.

J. Longo, “A Framework for Evaluating Hedge Fund Risk,” *Journal of Performance Measurement*, Winter 2011/12, pp. 8-18.

- Lead article

J. Longo and M. Eichen, “The Risk List 2012,” web published at www.mdegroupp.com, January 2012.

The MDE Group Investment Committee, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2012 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” January 2012.

J. Longo, “Hedge Funds: Overview, Strategies, and Trends” *Handbook of Financial Econometrics and Statistics*, Springer, 2012.

J. Longo and M. Eichen, “Hedge Funds, an Expensive Way to Lose Money”, webcast and published at www.acertuscapp.com, March, 2012.

J. Longo and M. Eichen, “A Market in Denial Risks that Will Not Go Away”, webcast and published at www.acertuscap.com, April, 2012

J. Longo and M. Eichen, “Getting Client Cash off the Sidelines”, webcast and published at www.acertuscap.com, May, 2012.

J. Longo, “What We Know and Don’t Know about Risk,” *The Proceedings of the Performance Measurement Attribution & Risk Conference*, May, 2012.

J. Longo and M. Eichen, “Investing in a Slow Growth Environment”, Presented to the Financial Planning Association of Connecticut, May 2012.

J. Longo, “Hedge Fund Risk,” Keynote Presentation, *Performance Measurement Forum*, Dublin, Ireland, June 21, 2012.

J. Longo and M. Eichen, “A Correction Prediction Rings True as Economic Headwinds Persist”, webcast and published at www.acertuscap.com, July, 2012.

J. Longo and M. Eichen, “The Recent Death of the Modern Portfolio Theory”, Presented to the Financial Planning Association of Georgia, August, 2012.

The MDE Group Investment Committee, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2013 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” January 2013.

J. Longo, “Hedge Funds” (Chapter in *Investor Behavior -- The Psychology of Financial Planning and Investing*), edited by C.F. Lee, published by Springer, 2013.

The MDE Group Investment Committee, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2014 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” January 2014.

J. Longo, “Trading and Investment Strategies in Behavioral Finance” (Chapter in *Investor Behavior -- The Psychology of Financial Planning and Investing*), edited by K. Baker and V. Ricciardi, published by John Wiley & Sons in 2014.

M. Eichen and J. Longo, “A New Market Sentiment Indicator”, *Journal of Indexes*, April, 2014.

J. Longo / Beacon Trust, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2015 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” December, 2014.

J. Longo, “Behavioral Finance and Risk,” *The Proceedings of the Performance Measurement Attribution & Risk Conference*, May, 2015.

J. Longo / Beacon Trust, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2016 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” December, 2015.

J. Longo, “Lessons on Risk and Return from History’s Greatest Investors,” *The Proceedings of the Performance Measurement Attribution & Risk Conference*, May, 2016.

Created / delivered bestselling book / course, *The Art of Investing: Lessons from History’s Greatest Traders* for TheGreatCourses.com.

- Course is available online at iTunes, Netflix, and Amazon Prime, as well as in DVD / Audiobook and hardcopy formats from TheGreatCourses.com
- Course peaked at 26th bestseller out of roughly 200,000 books on audible.com.
- This work has generated \$1.5+ million in revenue, across all formats.
- Received 4.6 out of 5 star rating from Audible.com with over 1,300 [reviews](#).

J. Longo / Beacon Trust, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2017 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” December, 2016.

J. Longo, “Lessons on Risk and Return from History’s Greatest Investors: Part 2,” *The Proceedings of the Performance Measurement Attribution & Risk Conference*, May, 2017.

J. Longo / Beacon Trust, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2018 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” December, 2017.

J. Longo, “Lessons on Risk and Return from Warren Buffett,” *The Proceedings of the Performance Measurement Attribution & Risk Conference*, May, 2018.

J. Longo, “What All Investors Can Learn from Warren Buffett,” *New Jersey Business*, June 29, 2017.

J. Longo, “What Causes Bear Markets?” *New Jersey Business*, August 13, 2018.

J. Longo, “The Cryptocurrency Craze,” *New Jersey Business*, October 16, 2018.

J. Longo / Beacon Trust, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2019 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” December, 2018.

J. Longo, “U.S. China Trade Tensions Dominate Economic Outlook,” *New Jersey Golf*, Fall, 2019, p.10.

J. Longo / Beacon Trust, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2020 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” December, 2019.

J. Longo and T. Longo, *Buffett’s Tips: A Guide to Financial Literacy and Life*, Wiley, 2020.

- This book debuted as the #1 New Release in the “Business Finance” category on Amazon.com and has been translated into Korean and Mandarin.

J. Longo / Beacon Trust, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2021 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” December, 2020.

J. Longo, “Combining Academic and Practitioner Investment Theories,” *The Proceedings of the Performance Measurement Attribution & Risk Conference*, May, 2021.

J. Longo / Beacon Trust, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2022 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” December, 2021.

J. Longo, “Lessons on Risk, Return, and Portfolio Construction from the Great Investors”, (Chapter in *Handbook of Investment Analysis, Portfolio Management, and Financial Derivatives*) edited by C.F. Lee, Springer, 2022.

J. Longo, “(Updated) Hedge Funds: Overview, Strategies, and Trends” (Chapter in *Encyclopedia of Finance*, edited by C.F. Lee, Springer, 2022.

J. Longo, “An Overview of Cryptocurrency,” *The Proceedings of the Performance Measurement Attribution & Risk Conference*, May, 2022.

J. Longo / Beacon Trust, “A Look Ahead at the Year Ahead – Ten Investment Themes for 2023 and Our Four Strategic Wealth Management Themes to Capitalize on Them,” December, 2022.

EDITORIAL BOARDS

Inaugural Member of the Editorial Board for *The Investment Professional*, the flagship publication of the New York Society of Security Analysts. (2008 – 2010)

- Helped set strategic direction of the Journal and referred several articles.
- Member of Editorial Board for the *Journal of Performance Measurement*. (2009 – Present)
- Member of Editorial Board for the Journal of Financial Planning and Forecasting (2007 – Present)
- Referee for *The Review of Quantitative Finance and Accounting* and *Review of Pacific Basin Financial Markets and Policies* (2006 – Present)

- Ad-hoc reviewer for Columbia University Press.
 - Reviewed two book proposals on investment management.

TEACHING

EXPERIENCE Rutgers Business School Courses (EMBA, MBA & Undergraduate):

- Portfolio Theory
- Applied Portfolio Management (students help manage real money)
- Asset Pricing & Portfolio Analysis
- Investment Banking Analysis (formerly known as Business Valuation)
- Hedge Funds (developed new elective, commenced in Fall 2011)
- International Capital Markets & Hedge Funds
- Security Analysis & Trading
- Investments
- Futures & Options
- Financial Markets & Instruments
- Corporate Finance
- Financial Management / Introduction to Finance
- International Capital Markets
- Financial Analysis, Planning, & Forecasting
- Overview of Financial Markets

Executive Education:

Experienced at providing executive education at all levels, from Analysts and Associates to CEOs and Board Members.

- Course Director for Euromoney / DC Gardner (2008 – 2019)
 - Delivered programs on a variety of financial topics for clients / delegates in North America, Europe, and Asia.
 - Examples: Bermuda Monetary Authority, National Bank of Kuwait, Banco Português de Investimento (Portuguese Investment Bank), SEC of Ghana, Citigroup.
- Taught Financial Management in Singapore and Beijing & Shanghai, China to a group of high-level executives as part of Rutgers’ International Executive MBA Program. (Fall 2000 – 2012). Taught modules on Investment Management, Hedge Funds, and Behavioral Finance for domestic EMBA program.
- Designed / Taught “Global Financial Markets” module as part of the Rutgers / Center for Management Development “Mini-MBA” Program. (Fall 2002 – 2015).
- Designed / Taught “The Internet as The Ultimate Securities Analyst’s Tool” for The New York Society of Security Analysts (July 2001 – 2017).
 - Among the highest rated presentation in the history of the NYSSA Executive Education Forum.

- Presentation has been attended by over 200 Fund Managers / Analysts and 300+ MBA / Undergraduate Students from Columbia, NYU, Yale, Rutgers, Fordham, Baruch, St. John's, Pace, and Seton Hall.
- NY Society of Security Analysts: "After-Tax Asset Allocation" (January 2002)
 - Designed / Co-Chaired Seminar with Stanley Lee and Ann Barber.
- NY Society of Security Analysts: "Behavioral Finance" (October 22nd, 2002).
 - Designed / Co-Chaired Seminar with Jonathan Bergner and Michael Pompian.
 - Keynote speakers were David Dreman of Forbes / Dreman Value Management and Jason Zweig of Money magazine.
- NY Society of Security Analysts: "Proactive Tax Strategies for Investors." (July 27th, 2004).
 - Designed / Chaired Seminar.

HONORS

- Named among the [Top 100 People in Finance](#) for my efforts in financial literacy.
- My book, *Buffett's Tips*, was named #1 New Release on Amazon in its category.
- Winner of 6 awards for Teaching, Research, and Service Excellence at Rutgers Business School.
- Winner of Columbia Business School [Executive MBA Commitment to Excellence Award](#) (i.e., "Favorite Professor" Award), May 2022.
- Completed Rutgers PhD/MBA program in \approx 4yrs
- One of only 2 students out of 35,000+ to double major in Economics & Computer Science.
- College Honors and Departmental Honors in Economics & Computer Science.
- Completed Henry Rutgers Honors Thesis: *An Empirical Study of Mutual Funds*.
- Rutgers College Merit Scholarship (+ several other scholarships & honors).
- Treasury Management Association of NJ Scholarship

KEYNOTE & PLENARY TALKS

These talks usually ranged in size from 100 to 1,000 participants.

- J. Longo "Global Trends in Hedge Funds", presented at the Lawrence Fisher Memorial Conference, Rutgers Business School, October 2008. (Plenary Talk)
- J. Longo, "Benchmarks for Alternative Investments," Proceedings of The Performance Measurement Attribution & Risk Conference, May 2009. (Plenary Talk)
- J. Longo, "Risk Management for Hedge Funds," Proceedings of The Performance Measurement Attribution & Risk Conference, May 2010. (Plenary Talk)

- J. Longo, “Market and Economic Outlook” Global Young Leaders Conference, New York, NY, July 2010. (Plenary Talk)
- J. Longo, “Driving Forward: Where Are The M&A Opportunities and How Does the CFO Get a Deal Done?” Keynote presentation to The CFO Alliance, Edison, NJ, September 2010.
- J. Longo and M. Eichen, “Risk 3.0 and the New Market Realities,” Marcus Evans Private Wealth Management Summit, Las Vegas, NV, December 2010. (Plenary Talk)
- J. Longo, “Risk 3.0: A New Risk Approach for Private Wealth Management,” Proceedings of The Performance Measurement Attribution & Risk Conference, May 2011. (Plenary Talk)
- J. Longo, “Market and Economic Outlook” Global Young Leaders Conference, Washington, DC, July 2011. (Plenary Talk)
- J. Longo, “What We Know and Don’t Know about Risk,” The Proceedings of The Performance Measurement Attribution & Risk Conference, May 2012. (Plenary Talk)
- J. Longo and M. Eichen, “Investing in a Slow Growth Environment”, Keynote presentation to the Financial Planning Association of Connecticut, May 2012.
- J. Longo, “Hedge Fund Risk,” Keynote Presentation, Performance Measurement Forum, Dublin, Ireland, June 2012.
- J. Longo and M. Eichen, “The Recent Death of the Modern Portfolio Theory”, Keynote presentation to the Financial Planning Association of Georgia August 2012.
- J. Longo, Keynote talk “Risk 3.0 Portfolio Management” NG Endowment Summit, October 2012, Atlanta, GA.
- J. Longo, “What We Know and Don’t Know About Risk,” Performance Measurement Attribution & Risk Conference, London, United Kingdom, June 2014. (Plenary Talk)
- J. Longo, “What We Know and Don’t Know About Risk,” Keynote Presentation, CFA Society of Denmark, Copenhagen, Denmark, June 2014.
- J. Longo, “What We Know and Don’t Know About Risk,” The Proceedings of the Performance Measurement Attribution & Risk Conference, May 2015. (Plenary Talk)
- J. Longo, “Lessons on Risk and Return from History’s Greatest Investors,” The Proceedings of the Performance Measurement Attribution & Risk Conference, May 2016. (Plenary Talk)

- J. Longo, “Lessons on Risk and Return from History’s Greatest Investors: Part 2,” The Proceedings of the Performance Measurement Attribution & Risk Conference, May 2017. (Plenary Talk)
- J. Longo, “Lessons on Risk and Return from Warren Buffett,” The Proceedings of the Performance Measurement Attribution & Risk Conference, May 2018. (Plenary Talk)
- J. Longo, “Market and Economic Outlook,” Keynote presentation, Provident Financial Services Annual Economic Event, October 2018.
- J. Longo, “Market and Economic Outlook,” Keynote presentation, Provident Financial Services Annual Economic Event, October 2019.
- J. Longo and T. Longo, “Lessons on Behavioral Finance from Warren Buffett,” Keynote presentation at Rutgers Business School conference, “Behavioral Finance: Insights for Institutional and Individual Investors,” February 2021.
- J. Longo and T. Longo, “Lessons on Behavioral Finance from Warren Buffett,” Keynote presentation at CalPoly Pomona Annual Reunion,” March 2021.
- J. Longo and T. Longo, “Lessons from Warren Buffett on Wealth and Happiness,” Keynote presentation at annual conference of Mensa, NJ Chapter,” March 2021.
- J. Longo, “Combining Academic and Practitioner Investment Theories,” The Proceedings of the Performance Measurement Attribution & Risk Conference, June 2021. (Plenary Talk)
- J. Longo, “Market and Economic Outlook,” Keynote talk, Provident Financial Services Annual Economic Event, October 2021.
- J. Longo, “Market and Economic Outlook,” Keynote talk, Provident Financial Services Annual Economic Event, October 2022.
- Keynote presentations on investment topics to the local (NJ) community include:
 - Milburn High School Investment Club (October 2012)
 - Ridgewood Hobbyists (October 2013)
 - Princeton Senior Resource Center (October 2016)
 - Trenton Rotary Club (September 2017)

ACTIVITIES - CFA Charterholder (1998 – present)

& INTERESTS - Program Director, Rutgers – CFA Institute Partnership (2009 – present)

- Member of [Renaissance Weekend](#) an “invite only” group, akin to Davos, of the leading thinkers of the world.
- Member, The CFA Institute (CFA), 1998 – present.
 - o Sponsored many Rutgers students for the CFA Exam saving approximately 15 students per year each \$800 in exam fees.
- Member, CFA Society of New York, 1999 – present.
- Member, NYSSA High Net Worth / Private Wealth Management Committee.
- Member, NYSSA Education Taskforce for High Net Worth Investors.
 - Group honored with Special Achievement / Volunteer of Year Award, 2002.
- Member, Mensa, The International High I.Q. Society (1993-present)
- Member, Financial Planning Association (2011 – 2015)
- Established the Fisher, Long, Whitcomb Award for Teaching Excellence at Rutgers University in 1997.
 - \$30,000+ awarded since inception to PhD Students who have demonstrated teaching excellence in the classroom.
- Established the Brick-Whitcomb Prize for Research Excellence at Rutgers University in 2003.
 - \$15,000+ awarded since inception to MBA Students who submitted the best stock reports in the capstone MBA class, *Applied Portfolio Management*.
- Established Ben Sopranzetti Prize, awarded to students who do the most to help other students obtain “front office” jobs.
 - o \$20,000+ awarded in total from prize money earned by student teams that I supervised in case study competitions.
- Rutgers Faculty Advisor for Johnson & Johnson Case Study Competition.
 - o Rutgers’ 2021 team placed 1st nationally.
 - o Rutgers’ 2007 team placed 1st nationally.
 - o Rutgers’ 2005 team placed 2nd nationally.
- Rutgers Faculty Advisor / “Coach” for CFA Institute Global Investment Research Challenge.
 - o Rutgers’ 2015, 2011, 2010 and 2008 teams placed 1st in the NY Regional competition, outperforming dozens other leading business schools in the Tri-State area, and among the Top 4 in the world (500+ schools).
 - Teams rang closing bell at NASDAQ each year.
 - 2008 Team Interviewed on Fox Business News with Alexis Glick on April 21st, 2008.
 - 2011 Team Interviewed on Bloomberg TV by Lisa Murphy, June 29, 2011.
 - o Rutgers’ 2007 team placed 2nd in the NY Regional competition.
 - o Rutgers’ 2009 team placed 3rd in the NY Regional competition.
 - o Rutgers’ 2010 team placed 2nd in the NY Regional competition.
 - o Rutgers teams have reached the “Final 4” of the NY Metro region 8 times.
- Session Chair for Rutgers Business Conference on Financial Innovation.
- Collector of antique and high-performance sports cars.
- Avid participant in and fan of most sports.
- Extensive world traveler (Asia, Europe, North America)

REFERENCES Distinguished Academic and Business References Available Upon Request