

## Speaker Biographies

### **Constance Donovan**

Participant & Plan Sponsor Advocate

*Pension Benefit Guaranty Corporation*

Ms. Donovan is presently at the Pension Benefit Guaranty Corporation (PBGC) and was selected by the PBGC Board of Directors to serve in the newly created position under ERISA as Participant and Plan Sponsor Advocate. In that role, Ms. Donovan acts as liaison between PBGC and participants and plan sponsors of defined benefit plans to assist in resolving disputes and conflicts between these groups.

Previously, Ms. Donovan was at the U.S. Department of the Treasury as Pension Counsel to the Office of D.C. Pensions, and prior to that she was at the U.S. Department of Labor and assisted the Secretary with the Department's oversight of the PBGC.

Ms. Donovan was the Chief Executive Officer of the \$6.5B New Hampshire Retirement System, the former General Counsel and Executive Director of the District of Columbia Retirement Board, and General Counsel of the Montgomery County Maryland Board of Investment Trustees. Prior to her position as Executive Director and General Counsel to prominent public pension funds, Ms. Donovan worked for NCR Corporation as a vice president where she held a variety of increasingly responsible positions in the areas of employee benefits, mergers and acquisitions, and employment law. Ms. Donovan began her career with the federal government in Boston, Massachusetts.

Ms. Donovan served as a member of the National Association of Public Pension Attorneys Executive Board and Investment Committee Co-Chair. Bar memberships include Maryland, Massachusetts, New Hampshire, and the District of Columbia.

Ms. Donovan graduated with a bachelor's degree from Boston College (*magna cum laude*), received her J.D. from The American University, Washington College of Law, and her LL.M. in Taxation from the Georgetown University Law Center, where she studied and published under the late U. S. Congressmen John Erlenborn.

**Laurie Rowley**

Co-Founder & President

*National Association of Retirement Plan Participants*

Strange but true: Laurie Rowley has loved working in the financial industry for the past 25 years.

She founded her first company, Strategic Research Services, in 1990. She focused the firm to provide unique and useful market research perspectives to the banking, retirement, and insurance industries. For the next 2 years, she successfully built the company as it served an increasingly wide group of clients.

It was then acquired by Boston Research Group, and incorporated into the company as a separate division, which Laurie led for three years as director. In this capacity, she managed all of aspects of research in finance and technology for the next ten years.

Laurie helped launched and oversaw the development, sales, and implementation of Boston Research's syndicated DCP market dynamics study—considered among the leading studies in the Defined Contribution industry.

In 2007, Laurie helped launch the Behavioral Finance Forum in partnership with renowned behavioral finance academic Shlomo Benartzi. Together they assembled a brain trust of leading academics, government leaders, and members of the finance industry who produced content and events aimed at helping consumers make better decisions about their finances.

The Behavioral Finance Forum was subsequently acquired by The RAND Corporation in 2009.

In 2011, Laurie founded a non-profit called NARPP, the National Association of Retirement Plan Participants. NARPP's mission is to simplify savings and financial information, make it universally accessible and useful and to advocate for individual savers.

**Rich Thau**

Founder & President

*Presentation Testing, Inc.*

Rich Thau is the president and founder of Presentation Testing, Inc. His company is the industry leader in scientifically testing and refining the effectiveness of business and issue-advocacy presentations, moment-to-moment. The firm helps its clients become more successful by applying the power of behavioral science and social psychology to the process of dial testing. In its research, Thau's firm instructs study participants to provide feedback to help Presentation Testing refine the messages its clients deliver. This is done by directing audience members each to turn a hand-held dial to give continuous feedback as they watch a speaker. This feedback pinpoints the presentation's "weak spots" based on a single criterion, such as agreement, understanding, or interest.

Using this technology, Thau has spearheaded groundbreaking research in public policy, financial communications, insurance, trial consulting, and infomercials. His firm's clients include the U.S. Chamber of Commerce, Business Roundtable, American Chemistry Council, Vanguard, T. Rowe Price, NBC News, CNN, the Edison Electric Institute, United Healthcare, HBO, the U.S. Travel Association, the Pharmaceutical Research and Manufacturers Association, the American Maritime Partnership, the American Enterprise Institute, the Ethics and Public Policy Center, and America's Health Insurance Plans.

Thau regularly advises leaders in Congress, Presidential campaigns, and corporate executives on how to improve their messaging; his recommendations have shaped the national debate over Social Security, Medicare, and tax reform. His firm's recent policy messaging projects have focused on taxes, immigration, welfare, energy, the environment, government spending, healthcare, labor/management issues, immigration, and international trade. Thau is also the publisher and co-founder of a monthly e-newsletter called the *Constituent Communications Alert*, which is read by senior House staff.

Thau's experience in the presentation world comes first-hand. For many years he has been delivering high-profile presentations of his own. Before founding Presentation Testing, in 1993 he co-founded Third Millennium, the leading non-partisan think tank for Gen Xers.

In January 2005 Thau addressed GOP Senate and House Members for a full hour at their annual Greenbrier retreat, and in March 2005 returned to brief Chiefs of Staff. He has briefed House Members and staff again at each of their 2006-13 retreats. In March 1995, Thau addressed Congressional staffers and members of the press at an entitlements reform conference sponsored by the Cato Institute in Washington, D.C.; the presentation later appeared in *Vital Speeches of the Day*, as did another speech on marketing to Generation X. He also addressed several conferences organized by members of Congress of both parties dealing with retirement security issues.

Thau has testified before the U.S. Senate Budget Committee's Social Security Task Force and the U.S. House Social Security Subcommittee. He has also spoken at Harvard, the University of Virginia, and Georgetown, as well as before numerous civic and corporate audiences. He was chosen as a delegate to all three National Summits on Retirement Savings, and the Clinton Administration invited him to speak at the December 1998 White House Summit on Social Security.

He is the co-author of the career advice book *Get It Together By 30* (Amacom, 1997) and co-editor of an anthology of intergenerational essays titled *Generations Apart* (Prometheus, 1997).

Thau is a member of the Qualitative Research Consultants Association. He is a 1987 Phi Beta Kappa graduate of Haverford College, where he received a B.A. in History (with honors). Prior to co-founding Third Millennium in 1993, Thau was a senior editor at *MagazineWeek*, the trade magazine for the magazine industry. During his 3 1/2 years there he authored more than 800 articles. Raised in Roslyn, NY, Thau lives in Bala Cynwyd, PA, with his wife, Nicole Tell, Esq., and their son Ezra.