



**Susan Bradley, CFP®, CeFT®** is the founder of the Sudden Money® Institute ([www.suddenmoney.com](http://www.suddenmoney.com)), which began 17 years ago as a *community of practice* seeking to better serve their financial planning clients by developing process and tools for the personal side of money and for clients going through transitions. This think tank created the Certified Financial Transitionist® (CeFT®) designation, and a division for training and certification called the Financial Transitionist® Institute. Susan has served on the FPA's National Board of Directors, she currently sits on the National Football League's Players Association's Financial Education Advisory Board, and she serves as the Dean of Transitions for the Council of Deans of the Purposeful Planning Institute. She is seen and heard frequently in the national media, including *NBC's Nightly News*, CNN, NPR, *The Wall Street Journal* and *The New York Times*. She is the author of *Sudden Money: Managing a Financial Windfall* (Wiley 2000), and her TEDx Wilmington Women talk is called, "*Change launches you into the next great chapter of your life, whether you like it or not.*" It can be found at: <https://www.youtube.com/watch?v=kcf7zbW1C7Y>  
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