



Dr. Preet ●●● BANERJEE

Behavioural Finance and Wealth Management Expert



TheSpotlightAgency.com



DR. PREET BANERJEE

Behavioural Finance and Wealth Management Expert

Dr. Preet Banerjee began his career studying neuroscience before taking a detour into motorsports as an aspiring race car driver, and eventually found his true calling in personal finance, where he's become one of Canada's most recognized voices on the subject. He is passionate about empowering and educating people about money and investing, with a focus on helping them make informed, confident financial decisions.

A multi-platform creator, Preet has over 125,000 subscribers on his YouTube channel and an active Instagram presence dedicated to making personal finance more accessible. Preet is also the author of three books, a regular columnist with *The Globe and Mail*, and a weekly contributor to Newstalk 1010. For over a decade, he served as a panelist on CBC News with Peter Mansbridge for *The Bottom Line*, discussing personal finance and economic issues.

In 2009, Preet won the inaugural "Ultimate W-Network Expert Search," a reality show competition, which resulted in him being named the host of *Million Dollar Neighbourhood* on The Oprah Winfrey Network.

In 2023, Preet was awarded a doctorate of business administration from the Henley Business School in the United Kingdom for his work exploring the value of financial advice. He also holds a Bachelor of Science in neuroscience, and a Master of Science in business and management research.

Preet is Chair of FAIR Canada, a partner and director with Wealthscope Portfolio Analytics, and the founder of MoneyGaps, a hybrid-advisor financial technology start up. He is also the co-creator of the Advisor Video Bootcamp, helping financial professionals improve their video marketing skills. Previously, he also served as a governor at the University of Toronto.

@PreetBanerjee

6.4K+ Followers on Instagram

Audience Demographics



32.2%

19.5% ages 25-34

36.8% ages 35-44



67.7%

22.5% ages 45-54

13.4% ages 55-64

Top Countries: Canada (86%), USA (6.6%)
Preet is averaging 7K to 20K views per reel.

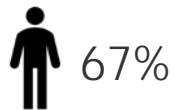
Preet's audience follows him for his areas of expertise:
advanced investing, passive investing, behavioural
economics, AI in wealth management, and more!



@PreetBanerjee

125K+ Subscribers on YouTube

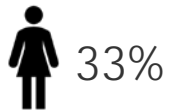
Audience Demographics



67%

23.3% ages 18-24

32.8% ages 25-34



33%

26.3% ages 35-44

13.4% ages 45-54

Top Countries: USA (49.4%), Canada (11.6%)



Peloton Investors Got Crushed: Four Brutal Lessons From Its 98% Stock...

1.3K views • 6 months ago



I analyzed 10 Top Strategists' Stock Market Predictions For The Last 1...

3.4K views • 11 months ago



The Hidden Cost of Investing Apps: Avoid this easy psychological...

2K views • 1 year ago



Real or AI? Bet you can't tell! (and how fast video cloning tech is...

4.8K views • 1 year ago



Pretzel shop worker with \$0.09 commits \$1 million fraud buying...

2.3K views • 1 year ago

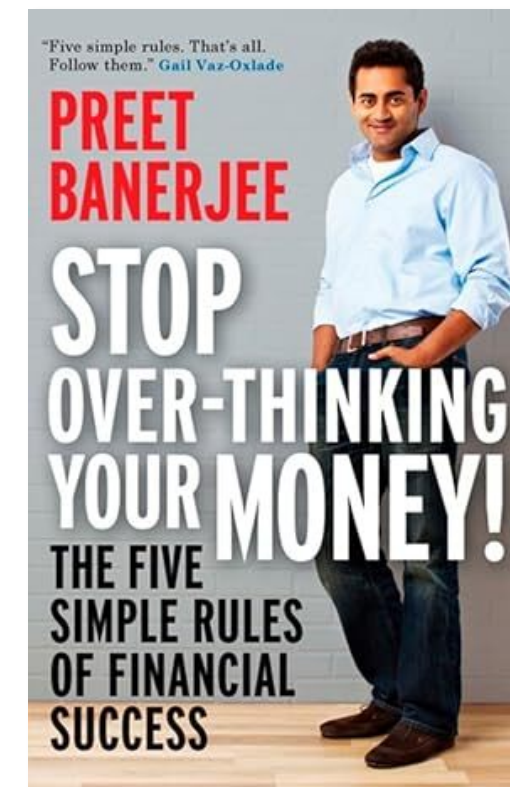


Predicting the Plunge: The Media's Love Affair with Market Bears

3.8K views • 1 year ago



Preet has hosted several podcasts over the years, including his latest venture: *Pop Finance Podcast* with co-host Jason Bryden.



In his book, *Stop Over-Thinking Your Money!*, Banerjee explains in five simple rules how to think about — and confidently take charge of — your money.



Brighthouse Financial – Client Confidence about Retirement Obstacles



Tangerine – TFSA Video

Preet has partnered with businesses (such as Brighthouse Financial and Tangerine) to create customized, informative and engaging B2B and B2C content.

THE GLOBE AND MAIL 

Want to invest smarter? Bounce ideas
off family and friends



PREET BANERJEE >

SPECIAL TO THE GLOBE AND MAIL

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Preet is a regular contributor to *The Globe and Mail*.



CBC

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EXECUTIVE

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MACLEAN'S 

MoneySense

**BUSINESS
INSIDER**

Preet is available to partner with brands for a variety of initiatives, including:

- Spokesperson roles
- Media appearances
- Digital video and television ads
- B2B and B2C initiatives
- Event hosting
- Guest appearances
- and more

Past partners:



Partnership Opportunities ●



For more information, please contact:

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