



Dr. Preet ●●● BANERJEE

Behavioural Finance and Wealth Management Expert



TheSpotlightAgency.com



DR. PREET BANERJEE

Behavioural Finance and Wealth Management Expert

Dr. Preet Banerjee was originally trained as a neuroscientist, followed by a brief foray as an aspiring race car driver, before landing in the world of personal finance. A multi-media creator with over 120,000 subscribers on his “Money School” YouTube platform, Preet is also the author of three books, and host of the podcast, *Pop Finance*.

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 a partner and director with Wealthscope Portfolio Analytics and was previously a governor at the University of Toronto. He is currently a consultant to the wealth management industry, with a focus on the commercial applications of behavioral economics, and the founder of MoneyGaps, a hybrid-advisor financial technology start up.

@PreetBanerjee

6K+ 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.

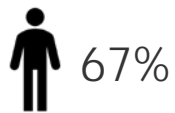
Preet's audience follows him for his areas of expertise:
advanced investing, passive investing, behavioural
economics, AI in wealth management, and more!



@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

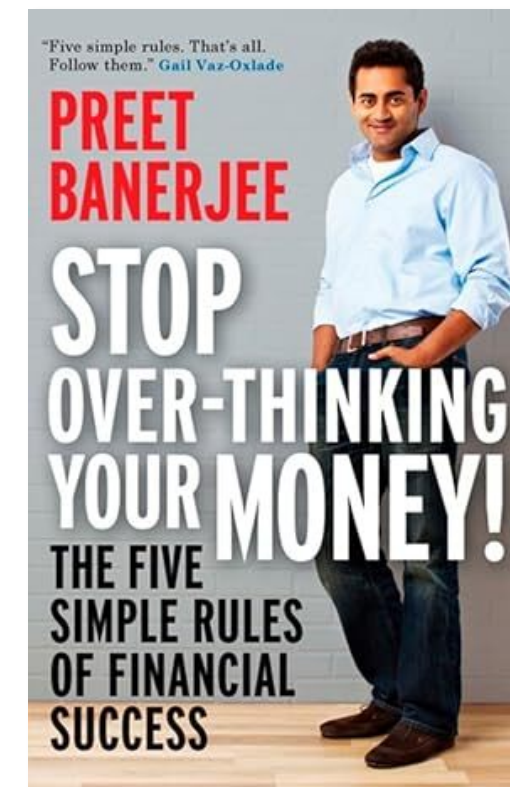


Predicting the Plunge: The Media's Love Affair with Market Bears

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 – Client Confidence about Retirement Obstacles



Tangerine – TFSA Video

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

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PREET BANERJEE >

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



CBC

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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:

info@thespotlightagency.com

thespotlightagency.com

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