



**Jamie Hayes**

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As a senior vice president at NFP Retirement, Jamie Hayes specializes in employer retirement plan fiduciary management and investment consulting. With over 20 years of experience in the retirement industry, Jamie works directly with retirement plan committees, providing consulting services, assisting with plan design and implementation, and offering proactive investment fiduciary support. Jamie helps organizations manage and document consistent and objective processes while mitigating the personal and corporate liabilities of the plan fiduciaries. Jamie also helps ensure that her clients' plans are aligned with their investment objectives and the best interests of their employees. She applies the latest scientific research and behavioral finance strategies to propose practical solutions for employers to implement, which are designed to help their employees achieve financial independence. Jamie is one of the first advisors in the country to earn the Certified Behavioral Finance Analyst (CBFA) designation and a lecturer for select, top advisors. She also holds the Qualified Plan Financial Consultant (QPFC), the Accredited Investment Fiduciary (AIF) and the C(k)P designations. Jamie graduated with high honors from the University of Michigan, where she majored in economics.