

Effie Zahos

Finance Editor, Commentator, Finance Literacy Campaigner & Keynote Speaker

Effie Zahos has a knack for making money matters easy for everyone to understand. One of Australia's most respected personal finance commentators, Effie is the Media Finance Editor at Bauer. In this capacity, she takes responsibility for integrating the financial capacity of a portfolio of leading publications including *The Australian Women's Weekly*, *Elle*, *Real Living* and *Harpers Bazar*.

As a speaker, Effie talks about personal finance matters such as building wealth through real estate, understanding super, investing for your kids, budgeting to reach your goals, overcoming first home ownership affordability and more.



More about Effie Zahos:

Effie started as a graduate trainee for one of Australia's major banks then moved from the corporate world to TV in 1997, kick-starting her career in financial journalism as head researcher for Paul Clitheroe on Channel Nine's successful *Money Show*. In 1999, she helped establish *Money magazine*, becoming the magazine's specialist in consumer banking issues, and editor. She initiated the awards issue - the Best of the Best - which was ground breaking at the time and continues to be relevant.

Effie is a regular on Channel 9s *Today* show as their money expert and radio stations across Australia. She has authored a children's financial literacy book, *The Great \$20 Adventure* and A

Effie Zahos has a degree in Economics from the University of Queensland. She is the proud mother of two children who are now reformed spenders.

Client testimonials

“ Our audience loved Effie and she had the perfect amount of energy, enthusiasm, professionalism, and humour to make our event a success.



- *Sunsuper*

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