



KEVIN

— MAHONEY —

PRESS KIT

MEET KEVIN MAHONEY, CFP®

Kevin Mahoney, CFP®, is the founder & CEO of Illumint, a Washington, D.C.-based company that offers virtual financial planning specifically for Millennial couples. He specializes in navigating the new financial decisions that arise during our late 20s and 30s as we try to repay student loans, buy a house, and invest our savings.

As an expert on his generation's most pressing financial issues, Kevin also works with companies and brands on a variety of Millennial-driven personal finance events and projects, including speaking engagements, financial wellness programs, and sponsored campaigns. Organizations such as George Washington University, General Assembly and Vida Fitness have partnered with Kevin to provide relevant, nonjudgmental personal finance knowledge to their Millennial audience.

Kevin's work as a Certified Financial Planner™ draws on his finance experience in the professional sports and commercial real estate industries. His decision to create Illumint, though, stems from his and his wife's experience preparing financially for their first child. Around this time, Kevin noticed that young couples like them lacked good options for receiving financial advice specific to their stage in life. Traditional financial planning, with its emphasis on large investment accounts and life insurance sales, wouldn't help with their goals in life. Millennials needed more fee-only advisors who can discuss the benefits of renting, the cost of raising children, and the new ways in which couples now manage their money.

Drawing from his daily conversations with his peers, Kevin has emerged as a thoughtful, unique voice in the personal finance industry has written for *Yahoo! Finance*, *Fatherly*, and *Kiplinger*. He regularly serves as a resource for journalists, providing insight to national publications such as *CNBC*, *The Huffington Post*, *Marketwatch*, *Lifehacker*, and *Bankrate*. He currently writes on a monthly basis for *Forbes* and co-hosts the podcast *Rent Move Buy* about the housing decisions that Millennials face.

Kevin is a proud member of the XY Planning Network, The Advisor Growth Community, The Fee-Only Network, The National Association of Personal Financial Advisors (NAPFA), and the Financial Planning Association. Kevin is the father of two young kids, who would tell you he excels at making oatmeal, building forts, and singing bedtime songs.



EDUCATION

2012 - Master's Degree, Business Administration (MBA), Georgia Institute of Technology
2012 - Master's Degree, City & Regional Planning (MCRP), Georgia Institute of Technology
2006 - Bachelor's Degree, Business Administration, Georgetown University

CREDENTIALS

CERTIFIED FINANCIAL PLANNER™ practitioner

EXPERIENCE



Founder & CEO, Illumint
Project Manager, Ditto Residential
Financial Analyst, Jamestown L.P.,
Graduate Housing Finance Researcher, Federal Reserve Bank of Atlanta
Salary Cap & Scouting Assistant, Arizona Cardinals

MEDIA APPEARANCES

CNBC
Marketwatch
Lifehacker
The Huffington Post
Yahoo! Finance
Cashay
Bankrate
Forbes
Apartment Therapy
ThinkAdvisor

SPEAKING ENGAGEMENTS

George Washington University
General Assembly
Vida Fitness
WeWork

CONTACT

kevin@illumintfc.com

