

Insight on Coaching – Guest Bio

Erica Sandberg
Personal Finance Expert/Author

Introduction

Erica Sandberg is a nationally recognized credit and management authority with over a decade of experience advising consumers, businesses, the media, and in courts of law on personal finance. During her tenure at Consumer Credit Counseling Service of San Francisco she helped thousands improve their financial standing. Since 2001, Erica has been the on-air credit and money expert for KRON-TV and other San Francisco Bay Area networks and provides comment for such national news outlets as NPR, PBS, *Money Magazine*, *MarketWatch*, and *BusinessWeek*.

Experience

During her tenure at Consumer Credit Counseling Service of San Francisco, Erica helped thousands of individuals and families improve their financial standing, led countless educational seminars, and acted as the agency's primary public relations spokesperson. Her personal finance articles have been published in numerous magazines and trade journals. She is a regular presenter for the California State Board of Education's Women's Tax and Finance Conference and a speaker at the Commonwealth Club.

Prior to her work in the financial field, Erica taught English and Literature in several Northern California high schools. She continues to be a passionate educator, and currently conducts personal finance classes for expecting and new families at the Day One Parent Education Center in San Francisco.

Education

Erica holds a B.A. from San Francisco State University, a certificate in personal financial planning from University of California, Berkeley, and a certificate in consumer credit counseling.

Professional Affiliations, Publications and Recognition

Erica is a member of the Society of American Business Editors and Writers, and is an advisory committee member for Project Money in San Francisco. She was also featured in the 2005 and 2007 PBS series, "MoneyTrack."