



## NEWS

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### CONTACT

Leslie Swid  
Impact Communications  
913-649-5009  
leslieswid@impactcommunications.org

## **FinaMetrica Expands Business Development Team in United States, Offers Introductory Meetings**

### ***Industry Experts, Nunnally and Roche, to Represent Acclaimed Risk Profiling Software Company***

Sydney, Australia -- (January 18, 2012) – Geoff Davey, co-founder of [FinaMetrica](#)<sup>®</sup>, the leader in psychometrically-based risk profiling solutions for financial advisors, announced that Tyler Nunnally and Robert Roche will serve as the firm’s business development consultants in the United States. Nunnally, based in Atlanta, will focus on the eastern part of the country, while Roche, based in Southern California, will handle the western United States. “Tyler and Robert bring extensive expertise in the field of financial services technology and risk management,” said Davey. “We are excited to have their support in expanding our business serving financial advisory firms in the U.S.”

A specialist in behavioral finance, Nunnally is Founder and CEO of [Upside RISK](#), a behavioral risk management consulting firm. Earlier in his career, he was with Oxford Risk Research and Analysis, Ltd., a spin-off consultancy of Oxford University, formed to bring behavioral economics and risk behavior academic research to the corporate environment. Nunnally was responsible for the commercialization of the company’s intellectual property. He holds a bachelor’s degree from the University of Georgia and a master’s degree in International Business from the University of St. Andrews in Scotland.

Robert Roche, Founder of APL Consulting Services, provides institutional-level consulting services to SEC and state-registered RIAs. He specializes in: investment operations; automated workflow; trading systems; risk-based and risk-adjusted modeling solutions; algorithmic back-testing; risk-tolerance and investment automation; portfolio accounting and reporting systems; and rapid deployment of virtual office environments. During the course of his career, Roche has worked as a lead consultant for several pre-eminent banks, broker/dealers, TAMPs, and institutional asset managers, helping to build robust

wealth and private client programs in the United States and Canada. He has also served as Chief Operations Officer for a \$2 billion RIA. He holds a bachelor's degree in Financial Services from San Diego State University.

## INTRODUCTORY MEETINGS

Davey, along with Nunnally and Roche, will hold introductory meetings for current and prospective users of their software in February 2012. The meetings in Atlanta will be held on Monday, February 20, from 8-10 am at The Georgian Club, 100 Galleria Parkway in Atlanta. The Southern California meeting will take place on Wednesday, February 22, from 12-3 pm, at the Montage Hotel, 30801 South Coast Highway, Laguna Beach, Calif.

For more information about the meetings, contact Tyler Nunnally: (404) 320-6047, [tnunnally@upside-risk.com](mailto:tnunnally@upside-risk.com) or Robert Roche: at (949) 291-1237, [aplconsulting@yahoo.com](mailto:aplconsulting@yahoo.com).

### **About FinaMetrica**

FinaMetrica specializes in risk tolerance and risk-related matters. The FinaMetrica risk profiling system is based on a psychometric test of personal financial risk tolerance. Psychometrics, a blend of psychology and statistics, is the scientific discipline for testing attributes such as risk tolerance. Psychometrics provides international standards for the development of tests and for evaluating the qualities of developed test. Numerous academic studies have employed the FinaMetrica test and/or FinaMetrica data. The system enables advisers to make valid and reliable assessments of their clients' risk tolerance, incorporate those assessments into the financial planning process and explain risk meaningfully. More information: [www.riskprofiling.com](http://www.riskprofiling.com).

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