



NATIONAL ASSOCIATION OF STATE TREASURERS

FinTech: How to Apply New Technology and Gamification to Financial Empowerment - Speaker Bios

Nashila Somani-Ladha, Senior Innovation Manager, Commonwealth

Nashila Somani-Ladha is a Senior Innovation Manager at Commonwealth where she concentrates on developing strategies to drive innovations to scale that support financially vulnerable consumers, with a focus on financial entertainment video games and gamification. Currently she focuses her time on scale strategy, business development and dissemination for SavingsQuest (gamified microsavings tool) and Ramp it Up (gamified college financial readiness tool). Prior to joining Commonwealth, Nashila spent over 10 years working in the private philanthropy, human services and youth development fields. She's led work in program and executive management, and partnership building. She holds a Masters in Public Administration from Suffolk University and Bachelors in Biology from Boston University.

Rogelio Pier Martinez, Chief Operation Officer, Finhabits

Rogelio is a 15 year marketing analytics professional that specializes in measuring marketing ROI. He has consulted extensively in the U.S. and for Latin America in startups as well as Fortune 100 companies with an emphasis on efficient acquisition and growth. Rogelio holds an economics degree from Princeton University.