



# NATIONAL ASSOCIATION OF STATE TREASURERS

## Financial Capability Through Innovation: Visa's Financial Education Programs Speaker Bios

### **Hon. Tobias Read, State Treasurer, State of Oregon**

Tobias Read brings experience working for the U.S. Treasury Secretary, Nike, and a decade as a State Representative. He fought to fund full-day kindergarten and to make it easier for more than a million Oregonians, who don't get a retirement plan from their employer, to save for their retirements. Read serves on the Oregon Innovation Council which includes three signature research centers and a roster of industry initiatives that create hundreds of jobs. He lives in Beaverton with his wife Heidi and their two children.

### **Madeline Dyer, State and Local Government Relations Coordinator, Visa**

Madeline Dyer joined VISA as the State and Local Government Relations Coordinator in January of 2018. In this capacity, Madeline oversees VISA's political activities in San Francisco, monitors local ballot measures and regulatory issues, and represents VISA through participation in various trade associations of Bay Area businesses. Additionally, she manages VISA's involvement with several national groups, including the National Association of Counties, the National Association of State Treasurers, and the State Financial Officers Foundation. Through these partnerships, VISA helps local governments identify opportunities to electrify their payments systems to improve their revenues and efficiencies, as well as adopt various financial literacy programs for all age groups.

Prior to VISA, Madeline worked at a boutique government affairs practice in Sacramento, CA, representing clients in the transportation, housing, energy, and social sectors. She graduated with honors from the University of California, Berkeley, receiving a bachelor's degree in political science. Throughout college, Madeline volunteered for several local and statewide campaigns, interned for a political fundraiser and for a public affairs firm, and worked on Capitol Hill in the office of House Majority Leader Kevin McCarthy.

A Sacramento native, Madeline now resides in San Francisco, where VISA is headquartered.

## **Hugh Norton, Director, Public Affairs, Financial Literacy, Visa**

Hugh Norton is the Director of Financial Education at Visa Inc. Norton manages the company's award-winning financial literacy initiative available in more than 44 markets and 18 languages. Featuring the Practical Money Skills and What's My Score programs, the global effort has reached more than 40 million people worldwide. Norton's responsibilities include developing and implementing new programs and interactive tools for consumers, publishing print and online educational materials and coordinating with government, financial and non-profit partners.

As part of Visa's Social Impact team, Norton supports the company's community involvement and corporate responsibility efforts. He has been an active participant in the financial literacy community for years and makes regular appearances at regional and national financial literacy events to support various national consumer education initiatives to speak on behalf of Visa's programs. His weekly Practical Money Matters series delivers expert personal finance tips to consumers of all ages.

Prior to joining Visa, Norton worked in public relations for a wide range of financial services, entertainment and public affairs clients, including publicity for multiple New York Times best sellers and an Oscar-winning best picture. He currently lives in northern Virginia with his wife and children.

Norton sits on the National Board of Directors for the Jump\$tart Coalition for Personal Financial Literacy®, the Board of Directors for Call for Action and the advisory council for the National Foundation for Credit Counseling.