



LaToya Joy Westbrooks

Personal Finance Expert &
Founder of Wealthly

BIO

LaToya is a Personal Finance Expert and an established Finance professional with over 15+ years of experience in the banking and financial technology (FinTech) industry. Over the many years, friends, family, and colleagues often sought her for advice in order to gain a greater understanding of personal finance, including how to eliminate debt, build wealth and invest in the stock market.

In the process of assisting people to better understand the true essence of gaining financial stability, she began a simple series on her personal Facebook account entitled [#WealthBuildingWednesday](#) where she provides financial tips such as "Don't invest money that you can't afford to lose. "

Inspired by the support received in the social realm, LaToya formed "Wealthy" a personal finance literacy and coaching platform where she helps millennials and couples reach their financial goals through strategy, support and technology. She's currently in the process of building a mobile app for Wealthly, to help even more people reach their financial goals through automation.

Today you can find her speaking at conferences, leading financial literacy workshops, writing for her travel blog [ProjectJetaway.com](#) and spending time with her family in Harlem.

EXPERIENCE

Wealthyly
Betterment
JPMorgan Chase & Co.
Citigroup

CONTACT

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EDUCATION

Florida State University
Bachelor of Science in Finance

Investment Licenses
FINRA SERIES 6
FINRA SERIES 63
NY LIFE INSURANCE