



The Brain and Financial Decision Making

MEXICO CITY | MAY 6-8, 2025



Workshop on AI and Financial Education
Friday, May 9.



About the OECD

The OECD is a forum in which governments compare and exchange policy experiences, identify good practices in light of emerging challenges, and promote decisions and recommendations to produce better policies for better lives. The OECD's mission is to promote policies that improve the economic and social well-being of people around the world.

About the OECD International Network on Financial Education (INFE)

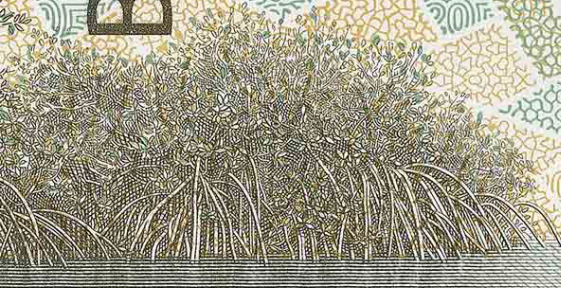
Created in 2008, the OECD/INFE promotes and facilitates international co-operation between policy makers and other stakeholders on financial education issues worldwide. Over 280 public institutions from more than 130 countries have joined the OECD/INFE.

About Banco de México

Banco de México (often abbreviated as Banxico) is the central bank of Mexico and was created on September 1, 1925. Its main goal is to preserve the value of Mexico's currency in the long term in order to improve Mexicans' well-being. It provides the country's economy with national currency, promotes a healthy development of the financial system and foster the proper functioning of the payment systems. Banco de México has strongly committed itself with transparency and financial education by providing economic and monetary information to the public, in a systematic process and continuing effort to orient and explain monetary policy to different audiences.

BANCO DE MÉXICO 20

Veint





Symposium on Financial Literacy: *The Brain and Financial Decision Making*

Thursday, May 8

MIDE. Museo Interactivo de Economía
16 de Septiembre, 27.
Downtown.

The Brain and
Financial
Decision
Making



**Jessica****Serrano**

Jessica Serrano has 30 years of work experience within the public and private sectors. In the public sector she has developed strategies and policies in areas such as monetary, economic, financial, and telecommunications. In the private sector she held different top positions in Banorte Grupo Financiero, where she focused on the measurement, analysis and process definition for all type of financial risks. Currently, at Banco de México, she is responsible of the Directorate of Financial Education and Cultural Promotion. Here she leads initiatives aimed to promote financial education to empower individuals in their everyday financial and economic decision making. She is also responsible for the Cultural and Educational Trusts run by the Central Bank, including museums like Frida Kahlo and Franz Mayer, as well as the FIDERH that supports postgraduate studies. Since 2021, after leading the creation of the museum Banco de México, she has been responsible for its operations, creating a constant connection between the population and its central bank. She has been a member of México's Financial Education Committee since 2018 and was appointed as a member of the Advisory Board OECD/INFE in 2023. She holds degrees in Economics and Accounting from ITAM and an MBA from MIT (specialized in financial engineering). She has continuous executive and leadership education from IPADE, ITAM and Women World Banking. Ms. Serrano is mentor at the 50/50 Women on Boards chapter Mexico to promote women's participation on leading positions.

**Nathalie****Vidual**

Nathalie has been with the Securities and Exchange Commission of Brazil (CVM) since 2012. In 2021, she was appointed Assistant Director of the Securitization Office, and in 2023, she was appointed as the Head of the Office for Investor Assistance and Sustainable Finance. Nathalie is involved in initiatives related to financial education, retail investor protection, and sustainability. As CVM's representative at the Laboratory of Financial Innovation (LAB), she actively engages in studies and projects aimed at promoting Green Finance and enhancing sustainability-related transparency. Nathalie holds a bachelor's degree in Business Administration from the University of Brasília and an MBA in Finance and Investment Risk from Fundação Getulio Vargas in Rio de Janeiro.

**Shinji****Kawai**

Shinji Kawai is Deputy Managing Director of Educational Planning Department at Japan Financial Literacy and Education(J-FLEC), which was newly launched in April 2024. J-FLEC aims to expand financial education opportunities for the people through public-private partnerships, and he is on secondment from the Bank of Japan.

He has extensive experience in international relations at the Bank and has worked in the International Department of the Bank, Asian Development Bank (ADB) and Japan Center for International Finance (JCIF). Prior to joining J-FLEC, he was the head of the Financial Education Group of the Central Committee for Financial Services Information (CCFSI), whose secretariat was at the Bank.

**Hans****Knapen**

Since 2014, Hans Knapen has been working for the FSMA, more specifically for the financial education service. Since then he has been involved in the further development of the financial education program of the FSMA, called Wikifin. He has managed several financial education projects: the annual Belgian Money Week, the development of the new Wikifin website, research projects on financial literacy, communication projects and campaigns to promote the Wikifin program. He currently coordinates the financial education projects of Wikifin.

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