



Joel L. Naroff, Ph.D.

Senior Advisor

Joel L. Naroff is the President and founder of Naroff Economics LLC, a strategic economic consulting firm. He advises companies across the country on the risks and opportunities that economic developments may have on the organization's operating environment. Joel is the author, with veteran reporter Ron Scherer, of *"Big Picture Economics: How to Navigate the New Global Economy"*. The book was reprinted in Chinese. Joel has received numerous forecasting awards, including the Lawrence Klein Award for Blue Chip forecasting excellence. This is one of the oldest and most prestigious forecasting honors. He is a six-time winner of the Zillow Home Price Expectations Survey Crystal Ball Award and has twice won the National Association for Business Economics Outlook Award as the top business economic forecaster. He is frequently quoted in the national press, appears on business television programs, and writes a business column for the Philadelphia Inquirer. His materials are quoted by news agencies around the world.

Areas of Expertise

Economic Forecaster
Expert

Financial Advisor

Education

Ph.D. in Economics,
Brown University

BA in Economics and
BS in Chemistry,
State University of
New York at Stony
Brook

Before starting his own firm, Joel was the Chief Economist for several major banks, including TD Bank NA, Commerce Bank, First Union Bank and First Fidelity Bank. Prior to that, he was a tenured professor at the Isenberg School of Business, the University of Massachusetts, Amherst. Currently, he teaches finance and bank financial management courses at the Smith School Business, the University of Maryland, College Park and Federal Reserve policy at the Stonier School of Banking.

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