

Effie Zahos

Finance Editor, Commentator, Finance Literacy Campaigner & Keynote Speaker

Effie Zahos is Australia's premier financial expert, renowned for her extensive experience and commitment to simplifying complex financial concepts. With over two decades of expertise, Effie has dedicated herself to making financial matters accessible to all Australians.



As the money expert on Channel 9's Today Show and a voice on Australian radio, Effie demystifies financial jargon with a clear, approachable style.

In addition to her work with adults, Effie is the author of the children's book "The Great \$20 Adventure" and the practical guides "Ditch the Debt and Get Rich" and "A Real Girl's Guide to Money," empowering readers to take control of their finances.

Effie was editor of Money magazine until 2019, having helped establish it in 1999 when talking about money in a fun, casual way wasn't the norm. She turned the magazine into a household name and established herself as a trusted source of financial knowledge.

Currently, Effie serves as Chief Content Officer and money expert at InvestSMART, one of Australia's leading robo-advisors, and as an ambassador for Canstar. She continues to provide valuable financial insights.

Her dedication to financial literacy extends to her role on the board of directors for Ecstra, a not-for-profit organization committed to enhancing financial literacy and fairness for all Australians.

Effie holds a Bachelor of Economics from the University of Queensland. Beyond her professional achievements, she is a devoted wife and proud mother of two financially savvy children.

Client testimonials

“ Our audience loved Effie and she had the perfect amount of energy, enthusiasm, professionalism, and humour to make our event a success.

- *Sunsuper*

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