



## **Kevin Spellman** **UW-Milwaukee**

Kevin is a Senior Lecturer in Finance and the Director of the Investment Management Certificate Program at UW-Milwaukee. He has been involved in professional money management since 1994. He has worked at firms on the buy-side and sell-side of Wall Street. His experience crosses most asset classes (private equity, international equity, domestic equity, real estate, etc.), investment styles (contrarian, value, growth, momentum), and types of analysis (quantitative, fundamental, economic/strategic, behavioral). He has been an analyst, portfolio manager, and director of research. He continues to consult for sell-side and buy-side investment firms in the area of behavioral finance, asset pricing, strategy,

and quantitative investments.

His recent academic pursuits have been in investments, including security analysis through portfolio management. His research focuses on issues related to behavioral finance, investment strategy, and asset pricing. Kevin has developed a model to explain over- and under-reaction in different performance settings. He has taught courses in financial management, investments, CFA review, and forensic accounting, and he has directed/led student investment programs at the University of Wisconsin-Milwaukee, IE Business School (in Madrid), University of Wisconsin-Madison, and The Ohio State University. Kevin has also helped start programs and been a board member of student funds at University of Wisconsin-La Crosse and Dayton University, and he has taught at Durham University (UK).

A Chartered Financial Analyst, Kevin received his BS in Finance from UW-La Crosse, his MS from UW-Madison and a PhD in Accounting and Finance (Field of Study: Behavioral Finance) from Durham University in the UK. Kevin is a member of the CFA Institute, has been a member of various other CFA societies, and was a board member of the CFA Society of Madison.