Ana Salazar Becomes Founding Board Member of the Nevada Financial Educators Council

LAS VEGAS, NV, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- Ana Salazar, CPFWC, CMP, CPC, has become a founding member of the Nevada Financial Educators Council (NVFEC) Advisory Board, according to an announcement released today.



With over 30 years of experience in retail banking, program management, financial and life coaching, and community involvement, Salazar has a Bachelor's in Sociology and Anthropology from the University of Nevada-Las Vegas (UNLV). She also holds credentials as a Certified Personal Financial Wellness Consultant; Certified Meeting Professional; Certified Professional Coach; and Life and Leadership Coach. She has a lifelong passion for promoting financial wellness, evidenced through both her professional and her philanthropic pursuits.

> Ana's experience leading coaching programs gives the NVFEC a strong voice for making financial wellness practical, personal, and accessible statewide."
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> *Vince Shorb, CEO, National Financial Educators Council*

As Assistant Vice President and Manager of the U.S. Bank Goals Coaching Program, Ana coordinates a team of financial and life coaches who provide guidance, education, and accountability to help individuals achieve their personal, professional, and financial goals. Her professional skills and responsibilities span business growth strategy, collaborative partnership building, talent development, and content creation. Salazar also has an active volunteer life, serving as a Volunteer Teacher for Junior Achievement since 2012; a member of the U.S. Bank Development Network Board since 2020; and former member of the UNLV Customer Experience Program Advisory Board.

Ana Salazar has a proven commitment to helping individuals, families, and businesses achieve

their financial and life goals. Her coaching specialization lies in Financial Wellness and Positive Psychology – guiding people to understand the thoughts, emotions, and experiences behind their decisions so they can build a pathway toward meaningful progress and behavior change. She believes strongly that financial wellness should be accessible, practical, and actionable for everyone, regardless of their income or life stage.

She brings this community involvement to the table as part of her participation as a founding member of the NVFEC Advisory Board. “Organizations play an important role in improving financial well-being,” she commented when asked about her role. “When communities have access to education, coaching, and trusted resources, they are better equipped to build lasting financial resilience.”

Ana states her goals for joining the Board as advocating to strengthen financial capability initiatives across Nevada and advancing efforts to empower people and communities to achieve sustainable financial wellness. “The combination of education, coaching, and practical resources helps people move beyond information and begin taking meaningful action toward their goals and financial futures,” she added.

The NVFEC is one of the state-level chapters of the National Financial Educators Council, a Certified B Corporation and IACET Accredited Provider of financial education resources nationwide. The organization looks forward to a productive collaboration with Ana Salazar moving forward.

“Ana Salazar has spent her career turning financial guidance into practical support that helps people move from awareness to action,” said Vince Shorb, CEO of the National Financial Educators Council. “Her banking leadership, coaching credentials, and long-standing service in Nevada position her to help the NVFEC connect education with real behavior change.”

The Nevada Financial Educators Council operates under the National Financial Educators Council (NFEC), a Certified B Corporation and IACET Accredited Provider advancing higher standards in financial education. Through professional certification, policy advocacy, and evidence-based programming, NFEC supports a growing network of leaders dedicated to improving financial literacy outcomes and long-term financial stability.

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