Don Trone, GFS® is the Co-founder and CEO of the Behavioral Governance Institute (formerly 3ethos). Behavioral Governance is the follow-on to Behavioral Finance, except now the focus is on how the behaviors of key decision-makers (fiduciaries) impact the quality of their governance process.

Don is the former Founder and CEO of fi360; the Founder and President of the Foundation for Fiduciary Studies; and the first person to direct the Institute for Leadership at the U.S. Coast Guard Academy.

In 2015, Don was named by ***Investment Advisor*** magazine as the “Father of Fiduciary” and one of the 35 most influential people in the financial services industry. In 2003, he was appointed by the U.S. Secretary of Labor to represent the investment counseling industry on the ERISA Advisory Council, in 2007 he testified before the U.S. Senate Finance Committee on fiduciary best practices; and in 2015 he testified before the U.S. Department of Labor against the proposed DOL Rule.

Don is a graduate of the U.S. Coast Guard Academy (Class President), and served for ten years on active duty, most notably as a long-range search and rescue helicopter pilot. He is a four-time recipient of the Sikorsky Helicopter Rescue Award. He has a Master’s from The American College and has completed post-graduate studies in theology from the Pittsburgh Theological Seminary and Trinity Episcopal Seminary.