



Yemi Rose
Founder and CEO, OfColor

YEMI ROSE is the founder and CEO of OfColor. Through its digital financial wellness platform, OfColor supports workers of color with fintech saving and budgeting tools, in-person financial coaching and therapy, and expert financial literacy content produced by a team that understands their lived experience.

Yemi has spent almost two decades at the intersection of financial services and communications focused on financial wellness, most recently as Vice President of Financial Wellness Enterprise Initiatives in Prudential Financials' Global Communications group. In that role, he led the development of Prudential's ["Financial Wellness Census"](#) research project, as well as ["The Cut,"](#) which focused on underserved consumers. He writes and speaks extensively on the racial wealth gap, and his writings on the subject have been published in Fast Company, Business Insider, Time Magazine, Black Enterprise, TechCrunch, BenefitsPro, The Root, Blavity, Employee Benefits News, and Money.com.

After beginning his career as a Capital Markets Intelligence Associate for Thomson Financial, Yemi served as an Investor Relations Director for several top-tier financial communications agencies before moving to in-house roles. He has served as a senior executive at KPMG and BlackRock Inc., where he helped them maximize the value of their acquisitions and fintech ventures.

Yemi holds a bachelor's and master's degree from Cornell University. He was born and raised in Jamaica, and now lives with his wife and two daughters in Maplewood, New Jersey.