
Curriculum Vitae

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Colby Wright, Ph.D.
Finance Undergraduate Program Director
Associate Chair - Department of Finance
Assistant Teaching Professor of Finance
Brigham Young University

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Teaching Activity

TEACHING INTERESTS

Money, Banking, and Capital Markets; Investments; Excel Modeling

TEACHING HONORS

Brigham Young University

- Dean Fairbanks Teaching and Learning Faculty Fellowship (2015)
- Marriott School Merrill J. Bateman Student Choice Award (2015)
- Marriott School Finance Society Outstanding Finance Professor of the Year Award (2013)

Central Michigan University

- Princeton Review's The Best 300 Professors (2012)
- Dean's Teaching Award (2008)

Florida State University

- Outstanding Teaching Assistant Award (2006)
- College of Business Ph.D. Teaching Award (2006)

TEACHING EXPERIENCE

Brigham Young University: Assistant Teaching Professor of Finance (2012 – Present)

- EMBA 520 (Business Finance)
- FIN 453 (Money and Banking for Finance Students)
- ACC 453 (Money and Banking for MAcc Students)
- FIN 410 (Investments)

Brigham Young University: Visiting Lecturer (2008)

- BUS M 300 (Financial Management)

Central Michigan University: Assistant Professor of Finance (2007 – 2012)

- FIN 597 (Applied Modern Finance in Excel)
- FIN 472 (Money and Banking)
- FIN 448 (Financial Statement Analysis)
- FIN 302 (Intro to Corporate Finance)

Florida State University: Graduate Teaching Instructor (2004 – 2007)

- FIN 3244 (Intro to Finance)
- QMB 3200 (Statistical Methods in Business)

Service and Administrative Activities

ADMINISTRATIVE ACTIVITIES

Brigham Young University

- Finance Undergraduate Program Director
 - o Oversee curriculum and learning outcomes
 - o Manage application/admissions process (175 students admitted per year)
 - o Oversee new student orientation
 - o Oversee senior send-off
 - o Perform and oversee exit interviews with graduating seniors
 - o Manage relationships with potential employers
 - o Monitor and improve job placement
 - o Oversee collection and analysis of placement data
 - o Offer one-on-one counseling and mentoring to students
 - o Market major to underclassmen
- Associate Chair of Department of Finance (Brigham Young University, 2013 – Present)
 - o Manage teaching schedules
 - o Coordinate teaching loads with department chair and individual instructors
 - o Manage Development and Maintenance of Multiple Websites/Databases
 - o Support department chair

SERVICE TO DEPARTMENT, COLLEGE, AND UNIVERSITY

Brigham Young University

- Department Representative at All Convocations (2013 – Present)
- Department Representative on Marriott School Curriculum Committee (2013 – Present)
- Department Curriculum Committee Chair (2013 – Present)
- Department Curriculum Committee Member (2012 – 2013)
- Department Scholarship Committee Chair (2013 – Present)
- Department Admissions Committee Chair (2013 – Present)
- Department Admissions Committee Member (2012 – 2013)
- Department Representative at Marriott School Teaching Scheduling Meetings (2013 – Present)
- Faculty Co-Advisor to Finance Society (2012 – Present)
- Faculty Co-Advisor to Corporate Finance Club (2013 – 2014)
- Finance Society Placement Trips Faculty Coordinator (2012 – Present)

Central Michigan University

- Department Representative at Convocation (2007 – 2012)
- Faculty Association Board Member (2010 – 2012)
- College Faculty Development Committee Member (2009 – 2012)
- Department Scholarship Committee Member (2009 – 2012)
- Financial Management Association Faculty Co-Advisor (2008 – 2012)

SERVICE TO THE ACADEMY

Brigham Young University

- Financial Management Association Annual National Conference Session Organizer (2013)
- Financial Management Association Annual National Conference Paper Reviewer (2013)
- *Journal of Investing* Ad Hoc Reviewer (2012 – Present)
- *Journal of Index Investing* Ad Hoc Reviewer (2014 – Present)

Central Michigan University

- Eastern Finance Association Annual Meetings Session Chair (2011)

- Eastern Finance Association Annual Meetings Discussant (2011)
- *Journal of Banking and Finance* Ad Hoc Reviewer (2011)
- *Journal of Financial Markets* Ad Hoc Reviewer (2010)
- *Review of Financial Economics* Ad Hoc Reviewer (2008)
- *Midwestern Finance Association* Annual Meetings Discussant (2007)

SERVICE TO THE COMMUNITY

Presentations/Panel Discussions

- “Financial Planning 101” presented to CMU School of Physical Therapy (2010 – 2012)
- “Real-World Portfolio Optimization” presented to Central Michigan Stockbreakers’ Club (2010)
- “Where Do We Go from Here?” presented to CMU Women’s Investment Network (2009)
- Panelist during one-hour listener call in show regarding the collapse and bankruptcy filing of GM hosted by CMU Public Radio (2009)
- Panelist during one-hour viewer call in show regarding the financial crisis and its impact on the average American hosted by CMU-TV (2008)
- Panelist for public forum entitled: “Making Sense of the Mortgage Crisis” (2008)
- “Investing in a Tumultuous Market” presented to CMU Women’s Investment Network (2008)
- “Financial Security – an LDS Perspective” presented to members of Midland, Michigan Relief Society (2008)

Youth Coaching

- Cougar Youth Football League (accelerated tackle football league) 7th Grade Head Coach (2015)
- Utah Valley Football League (UVFL – accelerated tackle football league) 6th Grade Head Coach (2014)
- UVFL 5th Grade Head Coach (2013)
- UVFL 3rd/4th Grade Head Coach (2012)
- Mt. Pleasant Rocket Football League (accelerated tackle football league) 3rd/4th Grade Head Coach (2011)
- Mt. Pleasant Rocket Football League 3rd/4th Grade Head Coach (2010)
- Mt. Pleasant Coaches Pitch Assistant Baseball Coach (2008 – 2012)

Official Church Service

- Mapleton 22nd Ward Gospel Doctrine Teacher (2015 – Present)
- Mapleton 17th Ward Elders Quorum President (2012 – 2015)
- Mt. Pleasant Ward Executive Secretary (2011 – 2012)
- Midland Stake Sunday School Presidency 2nd Counselor (2009 – 2012)
- Mt. Pleasant Ward Early Morning Seminary Instructor (2009 – 2011)
- Mt. Pleasant Home Study Seminary Instructor (2008)
- Tallahassee 1st Ward Elders Quorum President (2004 – 2007)

Scholarship

AREAS OF INTEREST

Behavioral Finance, Exchange Traded Notes and Exchange Traded Funds, Market Efficiency, Market Anomalies

PUBLISHED PEER-REVIEWED ARTICLES

- Thukral, L., Diavatopoulos, D., Geman, H., and Wright, C. 2014. "Mispricing and Trading Profits in Exchange-Traded Notes." *Journal of Investing*, 23 (1), p. 67 – 78.
- Thukral, L., Diavatopoulos, D., Geman, H., and Wright, C. 2013. "A Daily Trading Strategy in the ETN Space." *Journal of Trading*, 8 (3), p. 57 – 67.
- Geman, H., Thukral, L., and Wright, C. 2012. "Are ETNs Realizing Their Potential? An Empirical Investigation of ETNs vs. Other Exchange-Traded Products in the Precious Metals' Space." *Journal of Index Investing*, 3 (2), p. 23 - 33.
- Diavatopoulos, D., Felton, J. M., Wright, C. A. 2011. "The Indicative Value-Price Puzzle in ETNs: Liquidity Constraints, Information Signaling, or an Ineffective System for Share Creation?" *Journal of Investing*, 20(3), p. 25-39.
- Murphy, R., Wright, C. A. 2010. "An Empirical Investigation of the Performance of Commodity-Based Leveraged ETFs." *Journal of Index Investing*, 1 (3), p. 14 - 23.
- Doran, J. S., Wright, C. A. 2010. "What Really Matters When Buying and Selling Stocks: A Survey of Finance Professors' Investing Behavior." *Advances in Financial Education*, 8 (1), p. 35 - 61.
- Wright, Colby, Diavatopoulos, Dean and Jim Felton. 2010. "Exchange Traded Notes: An Introduction." *Journal of Investing*, 19 (2), p. 27 – 37.
- Felton, Jim, Moore, Jeremy and Colby Wright. 2010. "The Influence of Political Orientation on Financial Risk Taking." *American Journal of Business*, 25 (1), p. 35 - 49.
- Doran, James, Peterson, Dave and Colby Wright. 2010. "Confidence, Opinions of Market Efficiency, and Investment Behavior of Finance Professors." *Journal of Financial Markets*, 13 (1), p. 174 - 195.
- Wright, Colby, Banerjee, Raj and Vaneesha Boney. 2008. "Behavioral Finance: Are the Disciples Profiting from the Doctrine." *Journal of Investing*, 17 (4), p. 82 – 90.

INVITED/REPRINTED PAPERS

- Wright, Colby, Diavatopoulos, Dean and Jim Felton. 2010 "Exchange Traded Notes: An Introduction." *Journal of Index Investing*, 1, pp. 164 – 175.

NON-PEER-REVIEWED PUBLISHED PAPERS/BOOK REVIEWS

- Wright, Colby. Book Review by Invitation of Amar Bhide's *The Venturesome Economy Journal of Applied Finance*, 18 (2008), pp. 139 - 141

CONFERENCE PRESENTATIONS

- "The Indicative Value-Price Puzzle in ETNs: Liquidity Constraints, Information Signaling, or an Ineffective System for Share Creation?" Eastern Finance Association Meetings, April 2011, Savannah, GA.
- "Exchange Traded Notes: An Introduction," Southwestern Finance Association Meetings, with Dean Diavatopoulos and Jim Felton, March 2010, Dallas, TX (presented by co-author).
- "What Have You Done to Veggie Tales?" Financial Education Association Conference, September 2009, Ft. Lauderdale, FL.

- “How Efficient Do We Think US Stock Markets Are and Does It Really Matter” with James Doran and Dave Peterson – Eastern Finance Association Meetings, April 2008 in St. Petersburg, FL
- “So You Discovered An Anomaly...Gonna Publish It? An investigation into the rationality of publishing an anomaly to market efficiency” with James Doran –Eastern Finance Association Meetings, April 2008 in St. Petersburg, FL
- “Behavioral Finance: are the disciples profiting from the doctrine,” Midwestern Finance Association Annual Meetings, March 2007, Minneapolis. (Due to the birth of our fourth child, the discussant presented this paper on my behalf).
- Proxy presentation on behalf of Dr. Yingmei Cheng, “Sell,” 2006, Financial Management Association 2006 Annual Conference, October 2006, Salt Lake City.

EXAMPELES OF POPULAR MEDIA AND PRESS COVERAGE

- Research featured in Bloomberg article entitled, “Extremely Bullish UBS Plans 20 ETNs in 2011,” by Matt Robinson
- Research featured in article entitled, “Make Money from Investor’s Mistakes?” by Bob Frick – April 26, 2010 on kiplingers.com.
- Research featured in Article Entitled, “ETNs: What every investor should know about these hot new debt securities,” by Sheryl Nance-Nash – December 10, 2009 on dailyfinance.com
- One of two expert panelists during one-hour listener call in show regarding the collapse and bankruptcy filing of GM hosted by CMU Public Radio (June 2, 2009)
- One of four expert panelists during one-hour viewer call in show regarding the financial crisis and its impact on the average American hosted by CMU-TV (October 14, 2008)
- Research Featured in Vanguard Shareholder Newsletter (Autumn 2008)
- Radio Interview with Theo Leggett of the British Broadcasting Corporation - February 2008
- Research Featured in Article Entitled, “Why You Don’t Want to Invest Like an Expert,” by Jason Zweig–February 2008 Issue of *Money Magazine* (article also posted on CNNFN.com)
- Interview with Lisa Scherzer Featured in “The Pro Shop” Weekly Column on SmartMoney.com – October 2007
- Brief Summary of Research Mentioned on Forbes.com – October 2007

Consulting

BOUNCE FINANCIAL TRAINING

- Goldman Sachs Global Investment Research New Hire Trainer (2013 – Present)
 - o Bangalore, India
 - o New York, NY
 - o Salt Lake City, UT
- Goldman Sachs Global Investment Research Intern Trainer (2014 – Present)
 - o New York, NY

HYUNDAI EXECUTIVE TRAINING PROGRAM

- Intro to Finance Instructor (2013)

Education

FLORIDA STATE UNIVERSITY

- Doctor of Philosophy in Finance (2007)
- Support Area: Econometrics
- University Fellow (2004 – 2005)

- College of Business Teaching Fellow (2003 – 2004)
- Dissertation: “Three Essays Investigating The Opinions And Behavior Of Finance Professors Both As Researchers And As Investors”
- Dissertation Chair: Dave Peterson

BRIGHAM YOUNG UNIVERSITY

- Bachelors of Science in Accountancy (2001)
- Magna Cum Laude (top 5%)

Personal

BIOGRAPHY

Colbrin A. (Colby) Wright is the Associate Chair of the Department of Finance and the Finance Undergraduate Program Director in the Marriott School of Management at Brigham Young University. Dr. Wright has primary responsibility for overseeing the undergraduate finance program at the Marriott School – applications, admissions, curriculum, and placement. He also teaches classes in the finance major, the masters of accountancy program, and the executive MBA program.

Dr. Wright graduated with B.S. in Accountancy Magna Cum Laude from Brigham Young University 2001. He subsequently earned a Ph.D. in Finance from Florida State University in 2007. He was on the faculty at Central Michigan University for five years (2007 – 2012), where he was one of only two finance professors selected by the Princeton Review for inclusion in its inaugural edition of The Best 300 Professors. He has been on faculty at Brigham Young University since 2012, was awarded the 2012 – 2013 Outstanding Faculty Award by the undergraduate finance students, and was recently selected as the winner of the Merrill J. Bateman student choice awards in the Marriott School. Prior to his academic career, Dr. Wright was a CPA for Ernst & Young in its audit division.

Dr. Wright has published numerous peer and editor-reviewed publications. His primary areas of research include exchange-traded notes (ETNs) and behavioral finance. His work has been published in *Journal of Financial Markets*, *Journal of Investing*, *Journal of Index Investing*, and several others. His work has also been cited by Bloomberg, Reuters, Forbes, Money Magazine, and BBC radio, among others.

ABOUT

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| Age: | 40 |
| Marital Status: | Married to the former Misty May |
| Children: | Herbie (14), Teddy (13), Donna (10), Dash (8) |
| Religion: | Church of Jesus Christ of Latter-day Saints |
| Hobbies: | Family, coaching football, basketball, reading, enjoying cabin in MT |