



## Biography

Tisa Silver Canady, Ed. D., MBA, is a financial wellness advocate for today's scholar. Specializing in student loan debt, she helps new borrowers think strategically about financing higher education while advising existing borrowers on their strategy to tackle, manage, and eventually eradicate their student loan debt. As an author and collegiate financial wellness expert, she has personally advised students and families on the repayment of more than \$50 million in student loans.

A highly sought after thinker on personal finance, Tisa has authored personal finance content for outlets including Forbes, Investopedia, and BET. Her financial insights have been featured in radio, television, and print outlets including TIME, Ladies' Home Journal, ESSENCE Magazine, FOX Business, MSN Money, Yahoo! Finance and Maryland Public Television.

Tisa understands that graduating and starting the next chapter of your life is hard enough; being saddled with tens of thousands of dollars or more in student loan debt can make major goals like buying a house or starting a family financially impossible. Once classes end and loans come due, borrowers - especially borrowers of color - often find they didn't understand loan terms, were unaware of opportunities for loan forgiveness, don't know all the loan repayment options, and have no real plan in place to pay the money back.

Whether existing borrowers need to consolidate, identify a repayment or loan forgiveness program, Tisa works with you to understand all available options, choose the best course of action, and tackle the debt. For new borrowers, Tisa works with students and their families to understand what they can afford, develop a strategic plan to pay for college, and borrow as little as possible.

Passionate about how the student loan crisis has perpetuated a wealth gap in the African-American community, in 2020 Tisa launched Melanin, Money, & Matriculation, a book series and consumer education initiative. The book series includes *Borrowing While Black* and the forthcoming titles *Black Women Beyond the Bachelor's* and *When Borrowing Becomes a Family Affair*, and focuses on helping African-American borrowers make strategic decisions about student loans.

Tisa is on a mission to increase financial education around student loan borrowing. A double graduate of the University of Delaware's Alfred E. Lerner College of Business and Economics, she earned a doctorate in higher education administration/community college leadership from Morgan State University.

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