



**Biography - Matthew Sherman**

*Director of Financial Planning*  
Halliday Financial Group

I started my career in the telecommunications industry nine years ago. My experience in that industry ranged from network design and project management to supervisory and managerial roles. After working for local and national telecom companies, I decided to switch careers to follow the path of my education – finance. I started at Halliday Financial Group as an intern to initiate my career change. Shortly thereafter I was a licensed and practicing financial advisor. After about a year at the firm I was offered the position of Director of Financial Planning.

For the past four years my responsibilities have been two fold; serving as a manager and as a financial advisor. I specialize in aggregate investment analysis and management and interdependent financial planning. I also teach courses on taxes and investment management to adults in a number of schools districts in the capital region.

I received my Bachelor's Degree in Finance from the College of Saint Rose. I continued my education there and completed my Masters of Business Administration Degree in 2007. In 2008, I was granted the Accredited Asset Management Specialist designation from the College for Financial Planning.