



Liz Aidoo, CFP

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Named a Retirement Plan Adviser of the Year by PLANADVISER and honored as a Leader by the Defined Contribution Institutional Investment Association (DCIIA), Liz serves as Principal, Director of Inclusive Engagement Strategy, and Financial Planner at Francis. Leveraging her experience as an international, bilingual educator, she develops innovative strategies to engage diverse participant populations and helps individuals navigate the often-confusing world of personal finance. Liz also leads Francis's Spanish language services and Workplace Excellence Committee, fostering a more inclusive, collaborative, and equitable environment that benefits both the Francis team and its clients and participants. She contributes to industry advancement as a member of the DCIIA Advisor Institute Council and the PLANADVISER Advisory Board. Passionate about her work, Liz strives to make financial wellness accessible and attainable for everyone while ensuring that all colleagues, clients, and participants feel seen, heard, valued, and supported.

Liz is a CERTIFIED FINANCIAL PLANNER™ professional (CFP®) and holds a Series 65 license. She earned her B.A. in Communications from Seton Hall University.