

DON'T EAT THE MARSHMALLOW

Biography

ROBERT BIHAR—KID'S FINANCIAL LITERACY MENTOR, CPA AND SOCCER TRAGIC



From wannabe cricket pro to paper boy to finance professional, Robert Bihar's career has led him on a passionate path to his ultimate goal; helping parents take control of their children's financial education.

Robert's love of numbers started when as a backyard cricket tragic at 12, he would keep a book of averages and update it daily. While his pro cricket aspirations and batting skills didn't succeed in getting him onto the Australian Cricket team, Robert decided to 'bat above his average', acquiring his first job in finance; collecting money for the neighbourhood paper round. Luckily, the dogs that would chase him on his rounds didn't get to his prized \$2 to \$3 a fortnight profit which he used to buy KISS records.

After finishing high school, Robert completed a Bachelor of Arts in Accountancy at the University of South Australia. In 2000, an employment opportunity with General Motors Holden bought him to Melbourne, where he spent the following years as a financial expert in high profile roles with internationally renowned organizations including Target and Alcoa.

Transferring his experience from the big boys to the little boys (and girls), Robert realized that his passion lay in educating parents about improving their children's financial IQ and teaching them about money the fun and easy way.

In June 2013, Robert self-published his first book, **Don't Eat The Marshmallow; The Fun and Easy Way to Teach Your Kids About Money**. The book is a guide for parents to teach children basic financial and budgeting skills in order to develop their financial intelligence, from understanding their own money attitudes, talking to their kids about money, teaching their kids what to do with it, how to save, teaching them to give, educating about debt and how to avoid it, and ultimately, showing kids how to follow their passion.

Robert has also created an easy to understand and simple to execute financial program that helps parents take control of their children's financial education, delving into the financial habits passed on through the generations. The program provides a specific timeframe for commencing the learning process and explores how society has groomed children to be consumers.

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For media information please contact:

Elie Zuch at PR Manoeuvres T: 03 9510 6000 E: ezuch@prmanoeuvres.com.au OR
Sam Elam at PR Manoeuvres T: 03 9510 6000 E: selam@prmanoeuvres.com.au

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A father of 2, Robert lives by his personal mantra—“try not to become a person of success but rather try to become a person of value” (Albert Einstein)—to inspire parents to invest in their children’s financial intelligence.

Outside of the financial spotlight, Robert is a self-confessed “soccer tragic”, a long-time fan and current coach of junior teams.

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For further information, visit www.robertbihar.com
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