

Tricia Erickson

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Tricia Erickson is the **National Sales Director, Financial Wellness, at Norton LifeLock Benefit Solutions** and has spent the past 20 years helping employers and employees navigate the evolving world of financial well-being.

Her experience spans multiple sides of the industry. As Employee Financial Health Program Director and Vice President at Wells Fargo, Tricia built and expanded a comprehensive employee financial health program, scaled it internationally, and developed strategies to drive employee awareness and engagement. At nudge, a global financial wellness technology provider, she worked with organizations to apply behavioral psychology, data, and localized financial education to help employees make better financial decisions.

Today, Tricia works with employers, brokers, consultants, and benefits leaders to rethink what financial wellness can look like. A frequent speaker and passionate advocate for financial well-being, she focuses on the connection between financial health and the broader employee experience, including well-being, productivity, engagement, and retention. **Her belief is simple: when employees feel more confident about their finances, they have greater capacity to focus on everything else.**