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Steve Goodman is owner and founder of TrainWorks, the leading provider of customized, independent training in wealth management, financial planning, customer service, and business ethics.

Currently, Steve serves as a lead instructor for the American Bankers Association's in-bank training programs and is on the faculty of the Pacific Coast Banking School, where he teaches financial planning and investment concepts and has been named one of the top three instructors for six years in a row. Steve is also on the faculty of the Southeastern School of Banking, where he has taught sales, ethics and transfer tax concepts to non-trust personnel and has been a member of the faculty for more than 20 years. In addition to training, Steve writes a quarterly Newsletter that addresses the latest financial and legal developments that banks and investment firms use to educate affluent clients and market to prospects and referral sources.

Before forming TrainWorks, Steve worked in a variety of wealth management and trust positions. His past responsibilities have included trust administration, investment management and sales with some of the nation's largest financial institutions, such as NationsBank (now Bank of America) and CitiTrust Services. He also worked with professional tax and investment advisors on charitable gifting strategies, while at the Community Foundation of Middle Tennessee.

A native of East Tennessee, Steve attended undergraduate school at the University of Tennessee in Knoxville, where he earned a B.S. degree in Communications, with high honors, and then attended Cumberland School of Law in Birmingham. He graduated, with honors, from the National Graduate Trust School at Northwestern University. Besides being an accomplished wealth management advisor and published author, Steve has been licensed to practice law in Alabama and Tennessee.

