Iona Bain

Founder of Young Money Blog

"The UK's go-to voice on millennial money"

Iona Bain is an award-winning financial journalist and the Founder of Young Money Blog, a blog to help her generation understand their finances by offering helpful analysis of the financial issues they may face. She is the youngest governor of the prestigious Pensions Policy Institute and a founding member of the Next Generation Pensions Committee.

TOPICS:

- Young People's Financial Issues and Solutions
- Self-Employment and Enterprise
- Media
- Financial Education/Inclusion: Why it Matter and How to Make it Work

LANGUAGES:

She presents in English.

PUBLICATIONS:

2021	Own It!: Outlines How Young People Can Invest their Way to a Better Future
2016	Spare Change: How to Save More, Budget and Be Happy with Your Finances

IN DETAIL:

Young Money Blog celebrated its ten-year anniversary in 2021 and is officially the UK's first and longest-running blog about personal finance for young people. Now in her 30s, Iona's rebranding the blog as Young(ish) Money, a site for informed, grown-up and constructive conversations about money. Iona was shortlisted for a UK Press Award in 2020, where she was nominated by Women in Journalism for the Georgina Henry Award. Iona is a regular presence on TV and radio and is quoted frequently in national and online press. Iona writes a biweekly column for the Metro Newspaper and is a regular contributor to the FT. Podcast appearances range from the Spectator's flagship Edition show to Alonement with Francesca Spector. She launched the first season of her own podcast, Own It, in early 2021.

WHAT SHE OFFERS YOU:

Iona shares an overview of the financial problems, risks, and opportunities that young people face. She examines key questions such as what challenger banks and fintech businesses offer that traditional models don't, and how do companies prepare for a future of work defined more by tasks, short-term projects, and the so-called gig economy.

HOW SHE PRESENTS:

A skilled communicator who delivers with charisma and character, Iona provides unparalleled insights into how young people can invest their way to a better future.