Will Goodhart is chief executive of the CFA Society of the UK (CFA UK). CFA UK represents the interests of more than 12,000 members of the UK investment profession. The society is one of the largest member societies of CFA Institute and is committed to leading the development of the investment profession through the promotion of the highest ethical and technical standards. Will leads much of the society’s advocacy and engagement work and authored its 2016 report on the ‘Value of the Investment Profession’.

He is a member of the Diversity Project's steering committee, of the Impact Investing Taskforce and of the BSI groups working on sustainable finance and investment standards. Under Will’s leadership, CFA UK instituted its annual Ethical Leadership Programme and launched its Certificate in ESG Investing. He is an affiliate member of CFA Institute and CFA UK.

Will earned his Bachelor’s degree, History from University of Durham and his Master’s degree in Corporate Governance and Business Ethics from Birkbeck, University of London.