



# MONKEY MONEY MIND CONTRIBUTORS

In order of appearance in the book:

## **ANNEMARIE VAN GAAL**

*“A financially carefree life is only possible when you understand your income and expenses.”*

Annemarie van Gaal is a Dutch investor, publisher, and presenter known for her keen financial mind as well as her appearances on television programs, such as “Dragon’s Den,” “Ten End Council,” “Een Dubbeltje op Zijn Kant,” and “Divorce Hotel.”

In Monkey Money Mind, she speaks to the value of long-term investments.

[Learn more about Annemarie](#)

## **PAT WILLIAMS**

*“Love should never be an excuse to break the bank.”*

Pat Williams is the founder of the NBA’s Orlando Magic, a sports executive, and author of one hundred books.

In Monkey Money Mind he speaks to the importance of learning the value of saving at a young age, getting rid of credit cards, and the crazy things that we do for love.

[Learn more about Pat](#)

## **CARLA MOORE**

*“I was twenty-five years old [when] I finally realized how poor my financial state was. I realized there’s much more I want to do with my life, and I needed credit to do it, and I turned everything around.”*

Carla Moore is a senior executive at HBO and best-selling author of Crash!

In Monkey Money Mind, she speaks to the ease of falling into debt and the hard-won, yet phenomenally worthwhile, battle of climbing out of it.

[Learn more about Carla](#)



## **RICHARD THALHEIMER**

*“Why invest in things we don’t really understand, when we could invest in things we do understand?”*

Richard Thalheimer is the founder and former CEO of American consumer brand The Sharper Image.

In Monkey Money Mind, he speaks to the value of measured investing and long-term rewards.

[Learn more about Richard](#)

## **RAYMOND SPANJAR**

*“I once earned twenty million guilders from hot air.”*

Raymond Spanjar is a Dutch entrepreneur, author and founder of Hyves.

*In Monkey Money Mind, he speaks to the results of following the crowd and how thinking for yourself and following your heart can lead to greater profit than money alone.*

[Learn more about Raymond](#)

## **JORT KELDER**

*“Dare to risk losing.”*

Jort Kelder is a Dutch journalist, TV presenter, and chairman.

In Monkey Money Mind he speaks to the value of investing in yourself.

[Learn more about Jort](#)

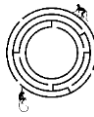
## **STANLEY JOHNSON**

*“As Archimedes once said, ‘Give me a place to stand and with a lever I will move the whole world. ‘I see the financial sector as, indeed, a lever that can move this world. But without its transformation – without a turn toward boosting those industries that will halt global warming – I don’t think we’re going to make it. The onus is on the financial sector to spur the revolutionary need.”*

Stanley Johnson is a British politician, president emeritus of the Gorilla Organization, author of twenty-five fiction and nonfiction books including the satirical thriller Kompromat, and serial reality-TV star with appearances on “I’m a Celebrity ... Get Me Out of Here!” and “Mastermind”.

In Monkey Money Mind he speaks to the importance of a positive attitude and the universal value of investing in environmentally beneficial technologies. He is, as he says, an optimist in spite of himself.

[Learn more about Stanley](#)



## **JEROEN SMIT**

*“It is infinitely more fun to send bills than to receive a salary.”*

Jeroen Smit is a Dutch journalist and writer of best sellers *The Perfect Prey* (De Prooi) and *The Ahold Drama* (Het Drama Ahold).

In *Monkey Money Mind* he speaks to investment loss, the reward of being paid based on performance, and the joy of working for oneself.

[Learn more about Jeroen](#)

## **SUE FULLER**

*“If you’re not having fun, why are you doing it? Let people do what they’re great at, and your financials will be better than you ever thought they could be.”*

Sue Fuller, former product developer for such brands as Ralph Lauren, Lands’ End, L.L.Bean, Kohl’s, and Vera Bradley, and founder of Oliver Thomas, a multimillion-dollar fashion-bag company.

In *Monkey Money Mind* she speaks to the importance of investing in your people, bucking trends, and having fun doing what you do.

[Learn more about Sue](#)

## **MARCEL BOEKHOORN**

*“When I got started, I made classic mistakes that almost led me to a premature downfall as an entrepreneur.”*

Marcel Boekhoorn is a billionaire Dutch entrepreneur and investor.

In *Monkey Money Mind* he speaks to how not paying attention to the details can break any company, regardless of size.

[Learn more about Marcel](#)

## **BRIAN O’HARA**

*“I played sports at a pretty high level and I always believed in the fundamentals. It’s the same thing with investing.”*

Brian O’Hara, businessman, executive, and founder of XL Insurance Ltd.

In *Monkey Money Mind* he speaks to the volatility of the stock market, major losses, and slow gains with long-term investing.

[Learn more about Brian](#)



## DR. HARRY MARKOWITZ

*“The object of life is not to be rich when you die, it’s to live well.”*

Dr. Harry Markowitz, economist, father of Modern Portfolio Theory, grandfather of behavioral finance, and Nobel Prize recipient.

In Monkey Money Mind he speaks to the values of cautious investing and rational decision-making.

[Learn more about Dr. Markowitz](#) and his [Nobel Prize](#)

## OSHER GÜNSBERG

*“I found myself unemployed at thirty-nine years old and paying rent out of my savings. What is your life going to be like when you can’t work? Put some cash away, man!”*

Osher Günsberg is an Australian TV personality, celebrity host of “The Bachelor Australia” and “The Bachelorette Australia,” narrator of TV series “Bondi Rescue,” and author of his autobiography: Back, After the Break.

In Monkey Money Mind he speaks to overcoming financial fear and the value of a good accountant (especially when math is not your strong suit).

[Learn more about Osher](#)

## FREDERIQUE VAN DER WAL

*“Thanks to an advisor, I invested for years in a worthless swamp. I learned a good lesson: it is better to look at what you are buying first.”*

Frederique van der Wal, businesswoman and former Victoria Secret model.

In Monkey Money Mind she speaks to the challenges of blindly following the advice of an “expert.”

[Learn more about Frederique](#)

## DR. IAN REDMOND, OBE

*“Nature is the economist of the world. It is our foundation and it is not expendable. Without the gorillas who plant seeds, fertilize the soil, and create light gaps in the canopy for plants to grow, we lose the next generation of forests. And without the forests – the trees absorbing CO<sub>2</sub>, releasing oxygen, and storing the carbon – we’re up a creek without a paddle, to quote a scientific phrase.”*

Dr. Ian Redmond is a tropical field biologist, conservationist, consultant to the movie Gorillas in the Mist, and founder and chairman of the Gorilla Organization and Ape Alliance.

In Monkey Money Mind he doesn’t speak to finance; instead, he opens a small window into the beautiful, dark, challenging history of the Gorilla Organization, the nonprofit that this book is directly supporting through the contribution of its profits.

[Learn more about Dr. Ian Redmond](#)