

BIOGRAPHICAL PROFILE



ERIC L. MOORE
FOUNDER & EXECUTIVE DIRECTOR
THE INSTITUTE, INC. / EDUCATE LA

As founder of Educate LA, Eric Moore has developed a charitable non-profit organization with a mission to create a balanced distribution of knowledge. To that end, Moore strives to enhance the current quality of education by increasing parental and community involvement in schools to benefit children of all cultures.

Moore serves as chairman of the board for The Institute, Inc. (Educate LA is a program of The Institute, Inc.) with chief executive responsibilities that involve managing day-to day business affairs and expanding public awareness of the Educate LA (<http://www.educatela.org>) programs. Other responsibilities include the development of annual corporate objectives, implementation of strategies and procedures and the coordination of Educate LA's volunteer efforts by numerous supporters.

Moore's professional experience includes 10 years as a financial planner with Wells Fargo Securities and subsequently with American Express Financial Advisors. He has been a licensed registered representative of the National Association of Securities Dealers since 1991. Prior to Wells Fargo, Moore was a partner with Business Research Systems an independent computer-consulting firm, where his responsibilities included business plan development, marketing, and managing daily operations.

As a volunteer, Moore serves on the Board of the Ralph J. Bunche Center for African American Studies at UCLA, and has served as a director on the board of *People Coordinated Services of Southern California*, a well-rooted social services organization with programs which serve the community's seniors, high-risk youth and adults in recovery. Other volunteer activities include five years as a facilitator for the Leadership Development Institute for *INROADS, Inc.* an organization well known for its program that develops and places talented minority college students in business and industry. Moore currently serves on Los Angeles' "Cash for College" steering committee, as well as several advisory committees for community-based organizations.

A native of Los Angeles, Moore studied Industrial Psychology at California State University, Long Beach. Moore's personal interests include community empowerment, sports, the performing arts and his two German Shepherds. Moore resides in Los Angeles, California with his wife and two sons.