

Special Guest Presentation

“Rising Tides and ALICE”

Lars Gilbert, Statewide ALICE Director
United Way of Broward



Lars Gilbert is the Statewide ALICE Director at United Way of Broward County. The United Way ALICE Report equips businesses, nonprofits, funders, policy makers and the community with the common data and language to develop improved policy and practice for those who are Asset Limited, Income Constrained and Employed. Prior to joining United Way, Lars was the Director of Financial Stability at Branches, where he served more than 10 years. While at Branches, Lars started and grew a variety of programs that promoted financial self-sufficiency through emergency services, VITA free tax preparation, financial education, personal financial coaching, the automotive microloan Ways to Work program and small business services.

While much of Lars’ professional experience has been with nonprofits, his education and original experience has been in the for profit arena. Lars completed a BBA in Marketing at the University of Texas Pan American as well as an MBA in Management from Barry University. He comes from a family of business and farm owners and before joining Branches, Lars salvaged a shipping logistics franchise that had had been in a long decline. These endeavors have been successful in large part because of Lars’ commitment to providing valuable opportunities for his clients and partners alike; from helping small businesses succeed to providing integrated financial coaching for working families to building cross sector coalitions. Lars has committed his life and career to helping people and organizations meet their missions in ways that help others do the same.