

Gordon Stein, BESc, MBA, CSC, CFEI

Gordon Stein is an international keynote speaker, blogger, personal finance expert and author of *Cashflow Cookbook - \$2 Million of Financial Freedom in 60 Easy Recipes*. He delivers transformational talks that help people crush their number one stress – their finances.

His mission is to improve financial wellness and help his audience regain focus, balance and joy in their lives. Gordon combines his trademark wit and storytelling style about a breakthrough path to financial wellness with no risk, minimal effort, minimal sacrifice and no budgeting.

He works with wealth firms to show clients how to free up more cashflow for investing and dramatically accelerate their wealth building. His talks to associations and employee groups provide concrete steps to improve their financial wellness – an often-missed component of overall wellness. And his presentations to high schools and colleges are critical to engage students on financial wellness and help close the gap on financial literacy.

In his earlier career, Gordon was a senior sales, marketing and operations executive at high tech companies including Dell and Apple.

Gordon holds a degree in Mechanical Engineering from Western University, and an MBA from the Rotman School of Business. He has also completed the Canadian Securities Course and the U.S. Certified Financial Education Instructor designation from the National Financial Education Council. He has volunteered with the Western Alumni Board, the Western Engineering Dean's Advisory Council and the Crescent School Board of Governors. He is currently a member of the National Financial Educators Council and the National Speakers Association.

In his free time, Gordon is a downhill ski racer, sailor, fitness enthusiast and not-yet-great (ok, not even good) guitar player. His thoughts on personal finance can be found at cashflowcookbook.com.