



A dedicated lifelong learner Jay has continued to pursue education and training through his career, including a bachelor's degree in Physical Education, a Diploma in Education, and several industry designations:

CFP (Certified Financial Planner)  
CLU (Chartered Life Underwriter)  
CEC (Certified Executive Coach)

Jay Corrado, CFP, CLU  
Chief Executive Officer  
CUSO Wealth Strategies Inc.

### Jay Corrado CFP, CLU

For the past 29 years Jay has been both directly and indirectly involved in helping clients find the right financial products and services to meet their needs. Jay has always been a strong proponent of finding **needs-based** solutions. While at one of North America's largest insurance companies he was a product specialist, sales coach, recruiter and brokerage manager. He led the initial pilot project for small tier markets to create brokerage services for independent producers. Jay left the insurance industry in 1999 when he was given the opportunity, as a member of the executive team of one of B.C.'s largest credit unions, to lead a major change initiative in the world of banking. Jay was responsible for creating wealth management delivery platforms, building subsidiary companies and hiring and training both financial services professionals and support staff to meet members' service expectations.

Jay is also an ICF (International Coaching Federation) recognized Certified Executive Coach (CEC), graduating from Royal Roads University in 2008.

In 2011 several 'Solution Centre' BC Credit Union partners joined together to create the first wealth management cuso in Canada: 'CUSO Wealth Strategies Inc.' CUSO provides management and leadership services for shareholder credit unions in BC and Alberta.

Prior to accepting the CEO position with CUSO, Jay was a managing partner at TriBalance Group where he was a highly regarded public speaker, trainer and coach. His extensive background in teaching and training, mixed with his industry and product knowledge, combined for an engaging learning experience, whether working with success focused individuals, small groups, large audiences or on strategic projects with senior teams

A proud father of 3 daughter's all currently pursuing post-secondary degrees and a former community and school district b-ball and soccer coach, Jay understands the importance of balancing professional and personal commitments as part of a successful lifestyle.

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