

## Gordon Stein MBA, CFEI

### Full Speaking Bio



Gordon Stein isn't your typical financial expert—and thank goodness.

With a career that's spanned executive roles at Apple, Dell, and Rogers, he's seen what drives real world change. It's not budgets and guilt trips—it's making change feel easy and rewarding. It's a shift in how people see themselves, their money, and their potential.

Today, Gordon is one of the most original voices in financial wellness. As the author of *Cashflow Cookbook* and a Certified Financial Education Instructor (CFEI), he's helped thousands of people reduce financial stress and build real wealth—while still enjoying things like artisanal cheese boards and airline lounge access they probably didn't pay for. The book features **more than \$13,000 in monthly savings ideas**—yes, monthly—delivered through painless, practical tweaks that actually stick.

His talks are smart, funny, and anything but expected. Whether he's helping audiences discover hidden money in their everyday spending, reimagine retirement with joy and purpose, challenge the labels that limit them, or raise financially fluent kids in a world of \$400 hoodies, Gordon brings a mix of wit, storytelling, and aha moments that stick.

He's been featured in *GoBankingRates*, *MoneyShow*, *The Toronto Star*, and he delivers Continuing Education credits to Wealth Advisors through organizations like the *Financial Planning Association*, and the *Institute of Divorce Financial Analysts*. He regularly speaks to clients of wealth advisors, national conferences, and companies that want to support both the wallets and wellness of their teams.

Offstage, Gordon walks the talk. He's a downhill ski racer, marathon runner, guitarist, and dad who's rebuilt his own life more than once—and lived to keynote about it. He brings the same energy, discipline, and occasional bruises to his presentations, making him both relatable and unforgettable on stage.

So yes, Gordon talks about money. But more than that, he talks about freedom. About transformation. And about how to start living the life you've always wanted—with or without budgeting apps.