



Pamela George, AFCC, AFCPE

Financial literacy expert. Accredited Financial Counsellor. Advocate for women's financial self-sufficiency. Corporate educator. Frequent media source. Author.

Throughout her career, Pamela George has been steadfastly committed to one overarching goal:

To educate and empower Canadians, so they may regain control of their finances and start living the life they want.

Whether she is counselling individuals, couples, families, solopreneurs, entrepreneurs or groups, Pamela has successfully helped thousands of people pay off debt, build budgets and save for the future so they can start living their dreams.

Pamela also specializes in financial literacy training for two other groups of people: women, and employees in the workplace. Her corporate financial literacy program to groups of employees; helps in reducing the money worries that literally keep people up at night. Pamela has proudly seen entire businesses experience fewer absences, less turnover, and increases in morale and engagement.

Originally from Trinidad and Tobago, Pamela herself grew up in a family with ever-increasing money problems, including homelessness. Having successfully taken control of her own finances and breaking a cycle of poverty that affected three generations of her family, she deeply understands the emotional side of money—and is therefore able to bring a balance of empathy and as well as practical money skills to her work.

A much-sought-after media expert, Pamela has been featured on CBC.ca, in MoneySense Magazine, Canadian Business Magazine, Financial Post, National Post, Canadian Press, Toronto Star, Vancouver Sun, Ottawa Citizen, Flare Magazine and Huffington Post Canada. She regularly provides expert commentary for multiple small-business-related podcasts, and is a frequent guest on CBC's noon-hour live show, Ontario Today.

Pamela is also the author of *Three Little Piggy Banks*, a children's storybook that promotes financial literacy. Available on Amazon and DC-Canada.com, her book has been recognized by Credit Counselling Canada as one of the "top five best books for teaching kids about money."