

About Bruce Sellery

Bruce Sellery is a personal finance expert, best-selling author, and TV host.

He is the founder of Moolala, a personal finance training company with a mission to inspire people to get a handle on their money so they can live the life they want. His company develops customized financial education programs – live and online - for clients across North America.

Bruce is the author of two bestselling books - *“The Moolala Guide to Rockin’ Your RRSP”* and *“Moolala: Why smart people do dumb things with their money (and what you can do about it)”*. He is a columnist for Moneysense and a contributor to Chatelaine and Today’s Parent. He is the Personal Finance Expert for the national lifestyle show Cityline, and for CBC Radio’s weekend programs. He also appears regularly on CBC Television’s The Exchange.

Bruce is a sought after public speaker and commentator and has toured from coast to coast delivering keynotes and appearing on media outlets such as CNN, MSNBC, CTV’s Canada AM, and Citytv’s Breakfast Television, as well as print publications such as the Globe and Mail, Financial Post, and Maclean’s. He was also the host of Million Dollar Neighbourhood, a reality TV show on the Oprah Winfrey Network.

Prior to Moolala, Bruce was an anchor at CTV’s Business News Network (BNN). He was one of the founding journalists there and over a ten year period he anchored thousands of hours of live programming and interviewed thousands of CEO’s, economists and analysts on the day’s top business stories. Bruce also spent three years as BNN’s Bureau Chief in New York City where he covered the U.S. markets, the economy and corporate crime, including the trials of both Martha Stewart and former Worldcom CEO Bernie Ebbers.

Before moving into journalism, Bruce worked at Procter & Gamble, leading cross-functional teams in both sales and brand management. Taking on a leadership role in corporate training, Bruce headed up the design and rollout of P&G’s highly successful Diversity Training programs to 2,000 employees across the country.

He is a Commerce graduate from the Queen’s Smith School of Business and sits on its Advisory Board. He is also an alumnus of the Governor General’s Leadership Conference.

When Bruce isn’t on the air or on the podium, he is a proud parent, a dedicated cottager, long distance runner and a devout Toronto Film Festival attendee. He has traveled extensively, throughout Central and South America, Central and Eastern Europe, Asia, Australia and New Zealand. He and his family are based in Toronto, Canada.