

Exterior Financial Group Appoints Co-Founder Lee-Ann Prickett as Chief Executive Officer

Jamie Prickett Continues as Director at Exterior and Co-CEO at Associate Owners Group (AOG)

CHEEKTOWAGA, NY, UNITED STATES, October 8, 2025 /EINPresswire.com/ -- Exterior Financial Group Inc., one of North America's fastest-growing independent financial organizations, today announced the appointment of Lee-Ann Prickett as Chief Executive Officer.

A driving force behind Exterior since its founding, Lee-Ann has served as President and COO, overseeing operations, growth strategy, and the company's successful [strategic alliance with Associate Owners Group \(AOG\)](#).

Her promotion to CEO marks the next chapter in Exterior's continued rise as a North American leader in financial services innovation and agent ownership.

"Lee-Ann's influence and leadership have shaped Exterior from day one," said Jamie Prickett, Co-Founder and Director of Exterior and Co-CEO of AOG. "This new chapter simply places her where she's long belonged — at the forefront. Her vision and steady hand will help guide Exterior into its most exciting era yet."

Under Lee-Ann's leadership, Exterior will continue to [advance its mission](#) of empowering independent financial professionals across the U.S. and Canada. Known for her inclusive approach, she champions collaboration, innovation, and ownership — values that continue to define Exterior's success story.



"I'm honored to step into this role at such an exciting time," said Lee-Ann Prickett, CEO of Experior. "This is not just a moment for women; it's a moment for leadership. Our growth is fueled by strong, dedicated men and women working together to build something extraordinary. Together, we're shaping the future of financial entrepreneurship across North America."

Jamie Prickett will remain a Director at Experior while continuing as Co-CEO at AOG, ensuring alignment between Experior's ongoing expansion and AOG's broader North American strategy. Lee-Ann Prickett also sits as a Director on the board of AOG.

Alongside AOG Co-CEO Monte Holm and the extended leadership team, Experior is positioned for continued momentum toward its long-term goals, including IPO readiness within three years.



Media Contact:

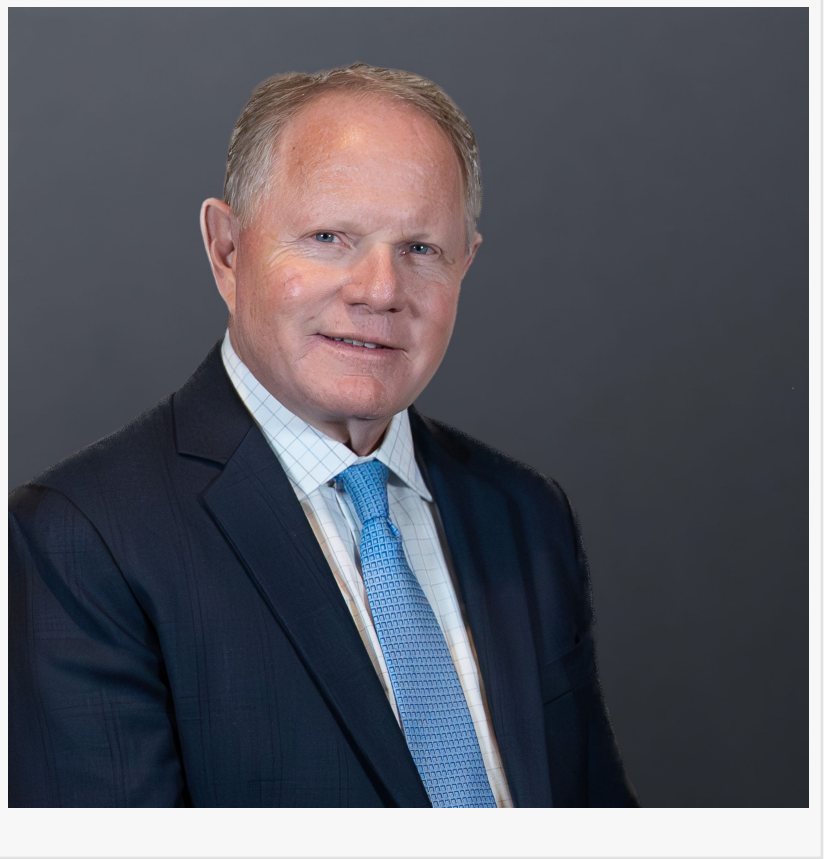
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Lee-Ann Prickett, CEO and Co-Founder of Experior

Joanna St Jacques
Experior Financial Group Inc.
+1 888-909-0696 ext. 122
joanna.st.jacques@experiorheadoffice.ca
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