



Exterior Financial Group, Inc. USA Introduces 'Our Authors' Hub: Meet the People Behind the Insights

Exterior Financial Group USA announces its new "Our Authors" Hub, an engaging space where the company's leaders share their stories, insights, and ideas.

CHEEKTOWAGA, NY, UNITED STATES,
November 13, 2025 /

EINPresswire.com/ -- Exterior Financial Group, Inc. USA is proud to announce the launch of its new "Our Authors" Hub, an engaging space where the company's leaders step out from

behind the titles and share their stories, insights, and ideas. More than a corporate blog, this hub provides a personal glimpse into the individuals driving Exterior's mission to empower agents and support families through innovative financial solutions.



“

We wanted a place where our leaders could share what they've learned, not just for agents, but for families across the country who deserve clear, honest guidance.”

Lee-Ann Prickett, CEO & Co-Founder of Exterior Financial Group

Putting People at the Heart of Financial Services

The financial services industry can often feel impersonal, but Exterior has always believed that people, not products or not numbers, are at the foundation of meaningful financial guidance. And that's what this new hub is about: giving agents, clients, and partners across the United States a chance to hear directly from the leaders shaping Exterior's vision.

These contributors are not distant commentators; they are active professionals working daily to support clients, guide agents, and address real-world financial challenges. Their articles blend practical expertise with genuine care,

offering both inspiration and actionable insights.

Meet the Authors

Each leader brings a different lens to Experior, and together they create a picture of what makes this company tick:

Joanna St-Jacques - Director of Marketing

Joanna has the kind of creativity that makes campaigns pop, but she pairs it with a strategy that keeps growth on track. From Canada to Puerto Rico to the U.S., she's helped tell Experior's story in ways that connect.

Shelden Smollan - Chief Experience Officer

Shelden's been in business for over 20 years, but he still approaches every client interaction like it's day one. Honest. Helpful. Humans. Colleagues say he's the kind of person who will show up early, stay late, and somehow keep the energy up in between.

Shawn Redford - Chief Business Development Officer

If you need someone to spot an opportunity where others see a roadblock, Shawn's your guy. Shawn thrives on turning challenges into opportunities. His focus on building partnerships and expanding Experior's reach and impact ensures the organization remains at the forefront of a rapidly changing financial landscape.

Amber Miller - Marketing Manager

Amber is the storyteller. The one who can turn a complex strategy into something people actually want to read, watch, or share. From digital campaigns to big events, she's been behind many of the moments that made Experior stand out.

Insights That Go Beyond the Surface

The "Our Authors" Hub is a dynamic collection of articles, resources, and thought leadership pieces designed to support agents and inform clients. From practical guidance to reflective commentary, every post reflects Experior's mission to educate, empower, and connect. And because not everything can be captured in words, there's also a new video introducing Experior's mission, what drives us, what we value, and why we do what we do.

What Makes Experior Different

Strategy and heart. That's the mix. Our leaders combine decades of expertise with a deep understanding of what clients experience when making important financial decisions. That perspective is what keeps Experior grounded in its mission: training agents, building tools, and always coming back to clarity, trust, and doing right by families.

"Experior isn't just another financial company, it's a community," said Lee-Ann Prickett, CEO and Co-Founder of Experior Financial Group. "We wanted a place where our leaders could share what they've learned, not just for agents, but for families across the country who deserve clear, honest guidance."

[Explore the Hub](#)

The “Our Authors” Hub is live and ready to explore. To meet the leaders, read their latest articles, and watch the introductory video, visit: <https://usa.experiorfinancial.com/our-authors>

About Experior Financial Group, Inc. USA

Experior Financial Group, Inc. USA is a financial services organization dedicated to helping families and supporting agents nationwide. With a unique tri-brid business model, innovative tools, and a people-first culture, [Experior Financial Group empowers financial professionals](#) to build thriving businesses while delivering trusted solutions to clients.

For media inquiries or more information, please contact:

Joanna St Jacques

Experior Financial Group Inc.

+1 888-909-0696 ext. 122

joanna.st.jacques@experiorheadoffice.ca

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/867011946>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.