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# IFIC OPERATIONS DAY

## Melissa Leong

**Personal Finance Expert | National Media  
Personality | Bestselling Author**

Melissa Leong is one of Canada's best-loved authorities on personal finance. A sought-after speaker, national media personality, bestselling author, and award-winning writer, she is currently the resident money expert on CTV's *The Social*, Canada's leading daytime talk show, and is a repeat guest on *The Drew Barrymore Show* on CBS. Leong is on a quest to help people better manage their money while maximizing their happiness. She delivers high-energy, informative, and practical talks about behavioural economics, positive psychology, and personal finance in her signature frank and funny style.



For almost two decades, Leong worked as a print journalist, reporting on a variety of beats including crime, politics, terrorism, arts, and business for *The National Post*, *The Toronto Star*, and *The Globe and Mail*. She has interviewed thousands of subjects, including heads of state, royalty, and celebrities such as Hugh Jackman and Carrie Fisher.

Now, she is a go-to money expert for radio and television programs, appearing on CTV's *The Social*, BNN, CBC Radio, *Breakfast Television*, CP24, *Global News*, *Canada AM*, and *Newstalk 1010* to name a few. She has also written articles on the subject, most recently as the personal finance writer for the *Financial Post*. Leong is also the bestselling author of the award-winning, feel-good finance guide *Happy Go Money*.

In her spare time, Leong mentors youth, and volunteers for organizations that promote the advancement and empowerment of women. She's also self-published teen adventure novels that have sold almost 70,000 copies worldwide and soared to #1 on a number of Amazon's bestseller lists.

Leong graduated from Ryerson University's esteemed Bachelor of Journalism program.