

Steve Sanduski, MBA, CFP®

Steve is the Founder and President of [Belay Advisor](#), a financial advisor coaching, consulting, and marketing services company that works with individuals and firms to accelerate growth.

For more than 20 years, he's been building businesses and helping professionals become more successful. Prior to founding Belay Advisor, Steve was the Managing Partner of Peak Advisor Alliance, a business coaching and training resources company that grew from 0 to 1,000 coaching clients during his 11 years of managing the company.

Earlier in his career, he was a senior leader at an independent broker/dealer and helped build the firm's corporate RIA from \$0 to nearly \$2 billion in assets under management in a short period of time.

An accomplished writer, Steve is a *New York Times* Bestselling author and the co-author of two books:

- [Tested in the Trenches: A 9-Step Plan for Success as a New-Era Advisor](#) (it has become one of the most sought after practice management books in the industry)
- *Avalanche: The 9 Principles for Uncovering True Wealth* (became a *New York Times* bestseller and a *Wall Street Journal* #1 bestseller)

Steve is also a frequent contributor to the trade press including *Investment News*, *Financial Planning Magazine*, and *Financial Advisor Magazine*.

As a professional speaker, Steve has addressed audiences all over the country and he focuses on delivering practical ideas, strategies and tools that attendees can use immediately to reach higher levels of success.

He's also the host of *Between Now and Success*, which is one of the most popular podcasts in the financial industry. On the podcast, Steve interviews top financial industry leaders as well as other accomplished professionals from around the world who have messages that can benefit financial advisors.