

# Kim Deep

CEO at Business By Numbers Ltd. / The Family Wealth Academy

Edmonton, AB, CA

[www.businessbynumbers.ca](http://www.businessbynumbers.ca)

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## Biography

Kim Deep (CFO) is a successful entrepreneur and Certified Management Accountant (CMA). She has over 30 years experience in the accounting industry and has also been involved in professional and personal workshop development and delivery since 2005. She founded Business By Numbers Ltd ("BBN") in December 2007 from her passion to help business owners and individuals learn about money and how it can work for them, and get what they want in life. Through developing a financial system which can be applied to all industries, Kim grew her accounting services business into a global operation and today her 10+ team members serve clients through offices in Edmonton, AB, Germany and Mexico. Kim is a published author and has written a children's book, "Conductor Kash and the Prosperity Express", that teaches money management: a skill that can be useful for all ages. Kim has participated in over 40 guest interviews on radio shows and TV spots, educating viewers in the psychology and behaviors around their relationship with money. She's been featured on the cover of the CPA Canada Magazine, been a keynote speaker for CPA Alberta's annual professional conference (formerly CMA), appointed a Financial Literacy Edmonton Area leader for Alberta with the CPA Canada Community Connects program, "Financial Decisions Matter", to help with the delivery of Financial Literacy education to the community. She also facilitates her own financial workshops: helping take the fear out of money and demonstrating that anyone can learn to live within their means through The Family Wealth Academy. This concept coincides with the philosophy for BBN's clients. An avid learner and volunteer, Kim currently supports delivery of leadership programs with Kaizen Consulting and co-facilitates a powerful self-development workshop called The Mastery of Self Expression. She trains financial literacy facilitators with the Alberta Asset Building Collaborative and is currently the Treasurer of the Canadian Authors Association, Alberta Branch. Kim is finalizing the launch of the F.I.S.H. Foundation (Financial Independence Serving Humanity) to support people in jumping into "thriving vs surviving mode" so they can give back to their communities. Kim currently resides in Edmonton where she lives with her three children. [www.businessbynumbers.ca](http://www.businessbynumbers.ca)

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## Industry Expertise

Education/Learning, Business Services, Accounting

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## Areas of Expertise

Turning your Accounting Department into a Profit Center, Increasing Cashflow, Decreasing Expenses, Meeting all Government Regulations, Strategic Planning, Streamlining Your Business Systems & Practices, Predict your Future Business Results (based on your #s), Effectively Utilize your Business' Resources, Measure your Business' Performance with Relevant #s

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## Education

## **Accomplishments**

### **Author**

Kim is a published author and has written a children's book, "Conductor Kash and the Prosperity Express", that teaches money management: a skill that can be useful for all ages.

### **Media Expert in Financial Literacy**

Kim had a featured spot on the call-in radio segment "Deep Pockets with Kim Deep" for 7 months, in addition to participating in over 40 guest interviews on radio shows and TV spots, educating viewers in the psychology and behaviors around their relationship with money. 2008 to present

### **Featured Author**

Kim has been featured on the cover of the CPA Canada Magazine (formerly CMA). Recently, Kim was featured in the July CPA Connects e-newsletter:  
<http://cica.ems01.com/CommunityConnectProgram/CCP.1507.Kim.Deep.EN.html> 2008 to present

### **Keynote Speaker**

Kim has been a keynote speaker for CPA Alberta's annual professional conference (formerly CMA).

### **Workshop Facilitator**

Kim facilitates her own financial workshops: helping take the fear out of money and demonstrating that anyone can learn to live within their means through The Family Wealth Academy. This concept coincides with the philosophy for Business by Numbers' clients. An avid learner and volunteer, Kim currently supports delivery of leadership programs with Kaizen Consulting. Kim co-facilitates a powerful self-development workshop called The Mastery of Self Expression. 2009 to present

### **Financial Literacy Lead Facilitator**

Kim trains financial literacy facilitators with the Alberta Asset Building Collaborative. 2009 to present

### **Treasurer**

Kim is currently the Treasurer of the Canadian Authors Association, Alberta Branch. 2012 to present

### **Philanthropist**

Kim is finalizing the launch of the F.I.S.H. Foundation (Financial Independence Serving Humanity) to support people in jumping into "thriving vs surviving mode" so they can give back to their communities. 2014 to present

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