



Board of Directors
Nominee Profile

Name: Waye Mason

Contact: wayemason@pm.me

Facebook (www.facebook.com/wayemason)

LinkedIn (www.linkedin.com/in/wayemason/)

Website (<https://wayemason.ca/eccu>)



What character traits do you currently possess that you feel would be an asset to the overall governance of the East Coast Credit Union Board of Directors?

- I bring a combination of integrity, discipline, and collaborative leadership that aligns with East Coast Credit Union’s vision, values, and strategic plan.
- I am principled, transparent, and accountable, and I take fiduciary responsibilities seriously, which supports strong oversight, prudent risk management, and sound decision making.
- I am a consensus builder who listens carefully and works to ensure people feel heard, so that decisions reflect both evidence and community values.
- This is especially important in a B Corp credit union that balances financial strength with member well being, ESG performance, and long term community impact.
- I am future focused and open to innovation, comfortable engaging with digital transformation and AI while remaining grounded in ethics and member interests.
- Above all, I am community first. I am motivated by strengthening communities and building institutions that people can trust, and I would bring that same steady, values driven mindset to the ECCU Board.

What skills, knowledge, and experience do you bring that you believe will contribute to our Board of Directors, i.e. community involvement, board experience, etc.?

- Governance & financial literacy:
 - Three term Halifax Regional Councillor involved in annual budgets, business plans, and policy oversight.
 - MBA with strong grounding in finance, risk, and strategic management
 - Deep familiarity with board roles, committee work (especially Audit) and fiduciary responsibility.
- ESG, climate & sustainable finance:
 - Former member, Green Municipal Fund Council helping oversee a \$2.5B federal fund for low carbon, sustainable municipal projects.
 - Led the political effort to adopt and fund HalifACT, a leading municipal climate action plan, embedding climate risk into capital and operational decisions.
 - Ongoing advisory work on climate action, sustainability and ESG aligned strategies .
- Strategy, community impact & alignment:
 - President, ATN Strategies, with 30+ years in strategic planning, economic development, and feasibility analysis.
 - Work experiences mirror ECCU’s B Corp, ESG and community impact focus.
 - Background as small business owner and community builder, aligning with ECCU’s mission driving local prosperity and inclusive growth.