



**Board of Directors**  
*Nominee Profile*

**Name: Waye Mason**

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**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.