



CRAIG DEALEY

Chief Executive Officer

Craig's a bit of a financial evangelist, don't get him started. With over 25 years of experience in the field, he's deeply committed to the transformative power of sound wealth management, believing it can significantly improve lives. He just thinks it's a pity too many don't get access to it, hence his passion for Lemmi. When he's not in the world of finance, you'll find him exploring new tech and classic cars but mostly spending quality time with his family.



MARK WOOSTER

Chief Investment Officer

Mark has led investment management teams in large institutions and currently leads a boutique, specialist, investment firm. Mark is excited about investors being able to access world class investment solutions through Lemmi where they drive their own experience. Away from work he is a keen sailor and races competitively on the harbour when he is not catching up with his large extended family.



SHELLEY DICK

Head of Advice

Shelley is a licensed financial adviser with over 25 years of experience in the wealth management field. Shelley delights in successfully providing clients with financial advice, helping Kiwis grow their wealth and unlock their financial potential. Now with the Lemmi team, Shelley is excited to make financial planning and advice accessible to all. Off the clock, Shelley's cheering on her daughters from the sideline, enjoying time on the water with her family or unwinding with friends over a glass of wine.



BRUCE CAMPBELL

General Manager - Marketing and Innovation

Bruce has a background in launching and managing brands with a focus on products that improve wellbeing and is drawn to Lemmi because it is all about improving the financial wellbeing of Kiwis by opening up advised investing to everyone. When not focused on Lemmi, Bruce enjoys music and going to concerts, particularly Kiwi bands (especially the Dunedin sound).



MARILYN BOYD

Financial Controller

Marilyn has worked in a variety of accounting positions covering a diverse range of businesses and non-profit organisations. Marilyn loves the warmth and enthusiasm of the Lemmi environment.

In her down time, Marilyn combines her enquiring mind with her organisational skills, researching and planning elaborate adventures or making up games for every generation of her family.



ALYSE BADDELEY

Business Development Manager

Alyse has a passion for working alongside others to help find the right solution for them. This led Alyse into a highly successful career in sales and business development. Alyse loves how Lemmi is genuine in its desire to make professional wealth planning and investing available to all Kiwis. Alyse is a demon on the hockey field and happiest when dining out or off camping with her family.



RICH MCCORMICK

Robo Supervisor and Systems Manager

Having been in the financial planning industry for many years focusing on the client planning processes and procedures, Rich is now excited to be part of the Lemmi team. Helping Kiwis to gain access to innovative, game changing, financial planning advice is really rewarding. When not working on Lemmi, Rich enjoys encouraging his family in their interests and pursuits, along with his involvement in rugby refereeing.



MARY BUCKLEY

Chief People Officer

Mary has considerable experience in Organisational Psychology, applying her Bachelor of Arts in Psychology and Master of Science in Industrial Organisational Psychology in numerous global organisations. Through these experiences, Mary has seen firsthand how financial position impacts on the wellbeing and mental health of employees. She is excited to champion the many benefits of Lemmi to New Zealand employers and business owners. Benefits include building employee financial knowledge and self-confidence, so that all employees have access to wealth creation. When she gets a chance, Mary likes chilling with family and friends at her West Coast bach.