

Business Consultant Jason Westover

Professional

Jason Westover has spent over 20 years helping financial advisors, sales teams, and wholesalers perform at their best. A respected speaker and educator, he's guided thousands of advisors with his curiosity, strategic mindset, and ability to turn complex challenges into clear opportunities.

After discovering Pareto Systems 15 years ago, Jason became one of its strongest advocates, implementing its proven coaching methods to help top performers elevate their businesses.

Jason believes success starts with service to others. His philosophy centers on creating value through genuine connection, stewardship, and shared growth. Today, Jason is leading conversations on how artificial intelligence, especially tools like Large Language Models and Model Context Protocols, can transform advisor effectiveness and client outcomes across the financial industry.

Personal

When he's not finding ways to transform the financial services sector, Jason enjoys life with his wife and three children. His personal passions include cooking, training in Brazilian jiu-jitsu, and traveling. He's also a devoted sports fan who cheers for the Kansas City Royals and Chiefs (born and raised), while maintaining unwavering loyalty to his alma mater, the University of Kansas Jayhawks. ROCK CHALK!

