

## Business Consultant Mike "Cy" Cajthaml Jr.

Mike "Cy" Cajthaml Jr. has enjoyed a 14-year career in the financial services industry. Mike is a passionate and energetic leader that enjoys developing business refinement and practice management strategies and thrives on helping his clients achieve their goals.

He got his start in the industry at a large insurance-marketing organization where he consulted financial advisors across the country with product and marketing solutions for their business. It was during his time with this firm that he was introduced to Pareto Systems and began learning about the Pareto Process.

After six years of coaching and consulting advisers, Mike decided to become a financial advisor himself and built a practice with his father in Overland Park, KS. Together they managed millions of dollars of assets and utilized various insurance-based products. In an incredibly competitive marketplace Mike knew the value of creating professional contrast and began implementing many of Pareto's processes.

Besides seeing what the Pareto Process had done for his own practice, through his past experiences with other successful financial advisor firms, Mike saw the difference it was making in the lives of other advisors.

Mike decided to become a Pareto coach because he genuinely believes in the process. He brings a rare combination of wholesale and retail experience to his position, as well. His main goal is to help as many advisory firms put these processes into place as possible and help transform their



practice so their advisors can live their ideal life.

Mike resides in Overland Park, KS with his wife Ashley and two boys Cameron and Carson. When Mike isn't helping advisors, he loves being on the golf course with a great cigar. Mike attended Marquette University and enjoys getting back to Milwaukee for basketball games. Speaking of sports, Mike's a huge Chicago Bears Fan as he grew up in Northern Illinois.

### **Favorite Quote:**

*"You can have everything in life you want, if you will just help enough other people get what they want"*

--- Zig Ziglar