



# 2026 PEAK Awards

## Honouring Women in Finance

presenting sponsor:



Wealth Management  
Dominion Securities



### *Champion*

## Selena Woo

Vice President, Private Wealth –  
Associates, Nicola Wealth

Selena Woo is Vice President, Private Wealth – Associates at Nicola Wealth, where she leads a national client-facing division and drives strategic initiatives aimed at fostering business growth. Her work sits at the intersection of people, operational excellence, and growth strategy, strengthening the future advisor pipeline by designing career pathways and building scalable, sustainable teams that support long-term business growth.

With more than 20 years in financial services, Woo is widely recognized as a champion for women in finance and is particularly passionate about supporting young women entering the profession. A Chartered Professional Accountant (CPA) and Certified Financial Planner (CFP), she is committed to mentorship, sponsorship, and creating opportunities that help emerging leaders build meaningful careers.

Woo is a frequent contributor to leadership and financial literacy conversations, sharing her experience and perspective through workshops and public forums that support youth, women, and underserved communities. She generously gives her time as a volunteer and board member, serving on the board of JA British Columbia and as an Ambassador for CPA British Columbia. She also mentors through VersaFi's mentorship program and contributes to initiatives with the Vancouver Chinatown Foundation, The Forum's Activation Committee, and Dress for Success Vancouver, where she Chairs the Success Luncheon.

Woo believes wealth is not just what you earn, but what you enable. Through her leadership and advocacy, she continues to champion greater access, opportunity, and visibility for those shaping the future of wealth.