



Jay Rigler

Jay Rigler is an independent Consultant with NAVIX exit planning network.

Jay is the owner of Practically Independent Advisory Services, a Management & Finance Consultancy that blends strategic finance, analytics, and operational discipline to help leaders make sharper decisions and grow profitably. With over 20 years of experience across consulting, agency, and financial services, he's built and led high-performing teams, overhauled reporting, and delivered measurable results.

In addition to Exit Planning, Jay advises small businesses as a fractional CFO, overseeing engagements for companies generating \$6M+ in annual revenue. Jay is also the author of two best-selling personal finance books and a Money Coach, known for translating complexity into clear action plans. He holds an M.A. in Economics from the University of Illinois Chicago and a B.A. in Economics from Pacific University.

Jay lives in Boise, Idaho with his husband, where he is also a paraglider pilot, and can often be seen soaring above the local foothills whenever the winds are favorable.