

Christopher Viale

President, Chief Executive Officer

Christopher Viale is the President and Chief Executive Officer of Cambridge Credit Counseling Corp. He is responsible for all aspects of the day-to-day operations of the organization, including the direction and oversight of all human resource activities, educational initiatives, public outreach campaigns and employee training programs. In addition to his duties as President, Christopher is an *AFCPE Accredited Credit Counselor*, an *NCHCEC Certified Housing Counselor*, and is one of just a few reverse mortgage counselors approved by the Massachusetts Executive Office of Elder Affairs to counsel senior Commonwealth residents.

Mr. Viale has been instrumental in fostering associations with a wide variety of non-profit and social service organizations, including the Naismith Memorial Basketball Hall of Fame, the Greater Springfield Chapters of Junior Achievement and Habitat for Humanity, the Hampden County Sheriff's Department, the U.S. Department of Veterans Affairs, the New England Farm Workers Council, the Council of Churches of Greater Springfield, and the education division of USA TODAY.

A respected business leader and passionate consumer advocate, Mr. Viale currently serves as Vice President of the Association of Independent Consumer Credit Counseling Agencies, as a member of MasterCard's Credit Counseling Advisory Board and the National Association of Corporate Directors, and in the Coalition for Quality Credit Counseling. He was a founding member and past director of the Association of Credit Counseling Professionals, and has also been an active leader of several industry working groups designed to establish and promote the best practices of the credit counseling

profession. In the local community, Mr. Viale has served in a variety of capacities for the United Way of Pioneer Valley and as Vice President of the New England Bowler's Association.

Mr. Viale's years of counseling agency experience and passion for providing ethical and effective debt relief remedies have helped establish Cambridge as a counseling industry leader. Among the outlets that have featured Mr. Viale are the Wall Street Journal, the Los Angeles Times, the Dow Jones Newswire, the Washington Times, CNN Money, CNBC, MSN Money, and Bankrate.com.

Beyond his professional responsibilities, Mr. Viale remains a devoted family man. He and his wife, Amy, spend much of their free time actively engaged in their children's activities. Christopher also enjoys golf and hockey, and he has represented the United States in a number of international bowling events.