
Rochelle Nawrocki Gorey

Co-Founder, President & CEO

Rochelle Nawrocki Gorey is the Founder & CEO of [SpringFour](#), the first-of-its-kind, leading financial health fintech that empowers banks, lenders, credit unions, and more to deliver financial health resources to consumers. In 2024, Gorey was named to the 2024 American Banker Most Influential Women in Fintech and Inc's 2024 250 Female Founders, and in 2023, she was awarded Finovate's 2023 Innovator of the Year award and SpringFour was recognized with Fast Company's 2023 Brands that Matter. A trusted expert, thought leader, and innovator, Gorey is revolutionizing the way the financial industry responds to consumers experiencing hardships by improving customer outcomes while driving impact for organizations and their bottom lines.

