



Board Member Bios



Geoff Kelly

Hillside Connection - Board Member

Northwestern Mutual

Born and raised in Aurora, Colorado, Geoff has a sense of pride for Colorado like no other and believes that there is not a better place in the nation to live, grow, and lead. Growing up, Geoff was blessed with two parents who instilled values that led him to where he is at today. His dad, Rev. Leon Kelly started Open Door Youth Gang Alternatives, a non-profit focused on establishing education, resources, and positive relationships for at-risk youth, their families, and the communities affected by gang culture and violence. His mom, Kim Kelly, taught at under-served schools in Denver for over 30 years and impacted thousands of kids who weren't given a chance otherwise. Geoff was able to understand the daily struggles that many face through observation of his parents' influential work.

When it came to his education, Geoff was able to attend Regis Jesuit High School in Aurora. Here, he was able to be a part of a basketball team that achieved an 86-16 record in 4 years. More importantly, he was challenged to become vulnerable and pushed to become a better leader for everyone he came in contact with. His time at Regis allowed him to lead 3 different retreats, play a pivotal part in the diversity action group, directly mentor over 20 underclassmen, and become 1 of 12 Raidermen for the class of 2016.

Through all of this, Geoff was fortunate enough to commit to the University of Colorado Colorado Springs and play basketball for the Mountain Lions for 6 years, 5 of which he was a captain. He was also a 5-year leader on the student-athlete advisory committee. He was awarded the UCCS Athletic Director award in 2019 and was named the UCCS Male student-athlete of the year in 2022. During this time, he finished his undergrad degree in Finance in 2020 and went straight into his MBA, which he finished in 2022. During his MBA, he received a distinguished academic achievement award.

As he finished up school and transitioned into the "adult" world, he honed in on the need for financial education throughout the Colorado Springs community. His dream is to make Colorado Springs one of the most financially literate cities in the nation. Working at Northwestern Mutual, he now has a platform to connect with others around the area and make this dream a reality.