



WHY YOU  
SHOULD HIRE A  
**CFA** CHARTERHOLDER

Well regarded Canadian employers seek out finance professionals who have earned the CFA designation. Improve your competitive advantage by tapping into this rich talent pool.



# THE GOLD STANDARD

“Whereas there are tens of thousands of finance degrees available around the world, ranging from the excellent to the worthless, there is only one **CFA** (...)” which The Economist has labelled: “The gold standard”. (February 2005)

First awarded by CFA Institute in 1963, the Chartered Financial Analyst® (CFA®) designation has become the global standard for investment professionals. Investors recognize the CFA designation as the yardstick for measuring competence and integrity in the fields of portfolio management and investment analysis.

Institutional money managers have employed CFA charterholders for many years. More recently, however, many other organizations have also discovered the benefits of hiring these versatile finance professionals: private wealth managers, investment bankers and dealers, consultants and service providers, non-financial corporations, and even the public sector.

This brochure will highlight the value that charterholders bring to these areas.

*Find out what you have been missing!*

## CHARTERHOLDERS BRING TO...

▶ Institutional investors	page 2
▶ Private wealth managers	page 3
▶ Investment bankers and dealers	page 4
▶ Consultants and service providers	page 5
▶ Non-financial corporations	page 6
▶ Public sector	page 7

# WHO IS A CFA CHARTERHOLDER?

A **Chartered Financial Analyst** is one of the relatively few candidates who successfully complete the three year self-study program, sanctioned by three exacting six hour exams. This person has earned an undergraduate and often a graduate degree in a variety of fields. To get the charter, he or she also needs a minimum of four years of relevant professional experience and as importantly, must abide by the strict Code of Ethics and Standards of Professional Conduct of CFA Institute.

*Moreover, he or she...*

## **Breadth and depth of knowledge**

- ▶ Has acquired solid theoretical and practical knowledge in: risk management, financial reporting and analysis, corporate finance, fixed income, equity investment, derivatives, alternative investments, quantitative methods, economics, corporate governance, portfolio management, wealth planning, and performance measurement
- ▶ Invests in continuing education and has access to a wealth of cutting edge intellectual resources to stay abreast of the latest developments in finance

## **Global perspective, Canadian smarts**

- ▶ Maintains a global perspective, but knows the unique characteristics of the Canadian marketplace as many have worked in various cities across the country and abroad
- ▶ Belongs to a large global organization, CFA Institute, with members in more than 134 countries and is a leading voice in policy debates on market integrity
- ▶ As a member of a local CFA society, benefits from a tight network of finance professionals

## **A well rounded professional**

- ▶ Has developed a rigorous analytical mind that leads to thoughtful and careful decisions for the benefit of his or her clients
- ▶ As an experienced professional, has gained precious personal and managerial skills
- ▶ May fill a wide range of positions, from junior analyst to chief executive, in boutiques and large financial institutions



**CFA** CHARTERHOLDERS BRING

# expertise

## TO INSTITUTIONAL INVESTORS

*Moreover, they bring...*

By hiring **CFA** charterholders, you enlist professionals with a strong expertise and solid experience in the full range of asset classes, from the traditional to the most exotic, and who have the ability to build portfolios that meet various clients' needs.

*Attainment of the CFA designation demonstrates not only technical competence, but also a passion for managing money and a commitment to do the best possible job for clients.*

- ▶ High standards of ethics and a respect for compliance
- ▶ The credibility of a global brand that reassures clients, eases the recruitment process, and reduces the risk of hiring mistakes
- ▶ An independent and critical mindset able to research and understand complex instruments and strategies
- ▶ Sophisticated risk management skills, rigorous discipline and plain common sense
- ▶ The flexibility to work as a specialist or a generalist across the full set of global investment opportunities: equities, fixed income, derivatives, alternatives, and currencies
- ▶ An experienced professional who can fill a variety of functions, from asset management to sales, to risk management, to managerial responsibilities
- ▶ In many cases, complementary skills and diplomas such as CA, actuary, economist, MBA, or fluency in more than one language

**Brent W. Barrie, CFA, Chief Executive Officer, SEAMARK ASSET MANAGEMENT**



CFA CHARTERHOLDERS BRING

trust

## TO PRIVATE WEALTH MANAGERS

*Moreover, they bring...*

By hiring CFA charterholders, you will enhance the credibility of your firm. Your clients will not only be comforted by their top-level expertise, but also reassured by an ethical behaviour that puts the clients' interests first, a key condition to building a long lasting franchise.

*I have always insisted that all our employees who have professional contact with our clients must have earned the CFA designation.*

*Our firm can be confident that its most precious assets, its clients, will receive honest, professional and knowledgeable service.*

- ▶ The knowledge to control risk and vet new products
- ▶ Respect for compliance and the importance of remaining in good standing with regulators
- ▶ Ability to know your clients and build a portfolio that meets their specific objectives and constraints
- ▶ Broad knowledge of asset classes and strategies and the skill to integrate taxation in the investment policy
- ▶ Talent to communicate clearly, build long term personal relationships, and guard against the pitfalls highlighted by behavioural finance
- ▶ Top-level advice and service to high-net-worth clients who are becoming more sophisticated and demanding
- ▶ The ability to integrate and coordinate multiple disciplines and work as a complement with other specialists including tax lawyers and accountants

**Gerald A. Cooper-Key, CFA, Honorary Chairman and Portfolio Manager, International Equities, MAWER INVESTMENT MANAGEMENT**



**CFA** CHARTERHOLDERS BRING

# credibility

## TO INVESTMENT BANKERS AND DEALERS

*Moreover, they bring...*

By hiring **CFA** charterholders, you increase the credibility of your firm. They are superbly trained to gain an in-depth understanding of your clients' needs and to tailor and implement specific solutions. They can build relationships with clients and not simply "make a deal".

- ▶ Quality research and credible advice to clients
- ▶ Thorough understanding of products and strategies, including their tax implications
- ▶ Capacity to innovate, validate and execute
- ▶ High standards of ethics and a respect for compliance
- ▶ Strategic insight in various industries to support M&A or restructuring projects
- ▶ Solid grounding in corporate finance and market savvy to help clients raise capital
- ▶ Talent to work in multidisciplinary teams with lawyers and accountants

*National Bank Financial Group  
is proud of its many CFA  
charterholders who actively  
contribute to the development  
of our group by their  
expertise and rigour.*

**Louis Vachon, CFA, President and Chief Executive Officer,  
NATIONAL BANK FINANCIAL GROUP**



CFA CHARTERHOLDERS BRING

# knowledge of the client

## TO CONSULTANTS AND SERVICE PROVIDERS

*Moreover, they bring...*

By hiring CFA charterholders, you strengthen your team with professionals who have an in-depth understanding of your client needs, and the capacity to tailor and implement specific solutions. Their ethical behaviour fosters trust, a key competitive advantage when clients consider buying complex and expensive services.

- ▶ A professional brand recognized worldwide as a standard of competence and integrity
- ▶ A rigorous expertise that reinforces the credibility of your organization
- ▶ The ability to communicate effectively with sophisticated clients and manage relationships
- ▶ An active local and global network of well-connected finance professionals
- ▶ A commitment to continuing education that allows them to stay abreast of the latest industry refinements

*High-quality advice on investment policy and structure blends exceptional knowledge and insight with a strong desire to serve clients' best interests. Through CFA Institute's demanding professional certification process and required adherence to a strict code of conduct, CFA charterholders are well-placed to deliver such advice.*

**Keith Ambachtsheer, Director, Rotman International  
Centre for Pension Management, UNIVERSITY OF TORONTO**



CFA CHARTERHOLDERS BRING

energy

## TO NON-FINANCIAL CORPORATIONS

*Moreover, they bring...*

By hiring CFA charterholders, you complement your team with a motivated, versatile professional with expertise in debt and equity capital markets, corporate finance, M&A, treasury and risk management, accounting, pension fund and investor relations.

- ▶ Excellent knowledge of corporate finance, ranging from investment decisions to debt and equity financing
- ▶ Treasury management and expertise to minimize various risks: liquidity, currencies, interest rates, commodities and counterparties
- ▶ The ability to plan, finance and monitor plant and equipment expenditures, drilling programs and other significant capital projects
- ▶ Communication skills and the professional network to conduct an effective investor relations program and maintain good relations with analysts, regulators and exchanges
- ▶ Strong ethical values and knowledge of regulation and best practices regarding corporate governance
- ▶ Strategic and financial analysis to plan, and the deftness to execute, M&A and corporate restructuring
- ▶ In-depth knowledge of pension fund management, including asset-liability management, risk controls and selection of managers

*Job candidates carrying the CFA designation arrive with strong financial breadth, ethical integrity and professionalism. These qualities provide a valuable advantage for any organization hiring these recruits.*

**Corey Ruttan, Senior Vice President & CFO,  
PETROBANK ENERGY AND RESOURCES**





**CFA CHARTERHOLDERS BRING**

# industry know-how

## TO THE PUBLIC SECTOR

### *Moreover, they bring...*

By hiring **CFA** charterholders, you gain access to market insight and expertise that lead to better design and execution of public policy. Financial markets are complex, get the experts on your side.

- ▶ The ideal qualification to conduct debt financing programs and treasury management
- ▶ Solid knowledge in project finance to plan and negotiate public-private partnerships (PPP)
- ▶ Expertise to design, implement and evaluate policies and regulations for the financial sector
- ▶ An independent and critical mindset able to understand complicated instruments and transactions, and to detect fraudulent behaviour
- ▶ Facility to reach out to market participants to ensure policy effectiveness
- ▶ The perfect tool set for the vetting of new products and transactions, no matter how complex
- ▶ Breadth and depth to conduct monitoring of markets and financial institutions, risk assessment and financial stability analysis
- ▶ Professionals who truly believe in the integrity of financial markets
- ▶ An ability to work in multidisciplinary teams with economists, lawyers and accountants

*To reform and monitor the financial system, or to conduct market operations, public authorities must acquire specialized knowhow. The Bank of Canada values the expertise and the experience of its CFA charterholders.*

**Mark Carney, Governor, BANK OF CANADA**

# Where

you can find the perfect candidate

The CFA Societies of Canada can help you find the right person for your team. Obviously, no single CFA charterholder can do everything mentioned in this brochure, but there are many who can meet your own specific needs.

## CFA Societies of Canada

### **Atlantic Canada CFA Society**

[cfaatlantic@cfaatlantic.com](mailto:cfaatlantic@cfaatlantic.com)

### **Calgary CFA Society**

[admin@calgarycfasociety.com](mailto:admin@calgarycfasociety.com)

### **Edmonton CFA Society**

[info@edmontoncfa.ca](mailto:info@edmontoncfa.ca)

### **Montreal CFA Society**

[info@cfamontreal.org](mailto:info@cfamontreal.org)

### **Okanagan CFA Society**

[cfaokanagan@shaw.ca](mailto:cfaokanagan@shaw.ca)

### **CFA Ottawa Society**

[admin@cfaottawa.ca](mailto:admin@cfaottawa.ca)

### **CFA Québec**

[info@cfaquebec.org](mailto:info@cfaquebec.org)

### **CFA Society of Saskatchewan**

[Info@sask.cfasociety.org](mailto:Info@sask.cfasociety.org)

### **Toronto CFA Society**

[info@torontocfa.ca](mailto:info@torontocfa.ca)

### **CFA Vancouver**

[info@cfavancouver.com](mailto:info@cfavancouver.com)

### **CFA Victoria**

[info@cfavictoria.com](mailto:info@cfavictoria.com)

### **CFA Winnipeg**

[cfawinnipeg@mts.net](mailto:cfawinnipeg@mts.net)

Look for CFA charterholders at Societies listed to fill your employment requirements. Any Society can help you access the whole Canadian market or your preferred combination of local markets.

To conduct an international search, go to JobLine, a CFA Institute online employment search tool, that can be accessed at [www.cfainstitute.org/jobline](http://www.cfainstitute.org/jobline).

*The mission of CFA Institute is to lead the investment profession globally by setting the highest standards of ethics, education, and professional excellence.*

*The CFA Societies of Canada support this mission and offer various services to their members such as continuing education and career development.*

*In 1990 I was given the challenge of growing an independent asset management organization for the Ontario Teachers' Fund. As a CFA charterholder myself I was familiar with the skill sets developed by the CFA education program. A CFA charterholder receives a well rounded education in all the essential elements needed for portfolio management and security analysis. Of equal or even greater importance was the CFA emphasis on integrity and standards of conduct. **From my perspective all the bases were covered and I decided to rely heavily on the CFA program.***

*From that time Teachers' has continually encouraged its' employees to enroll in the CFA program and achieve their charter status. **The contribution made by charterholders has been a significant part of Teachers' success.***

Bob Bertram, CFA, Corporate Director and former Executive Vice President – Investments,  
ONTARIO TEACHERS' FUND

